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#BlackLivesMatter: a mixed methods exploratory study of Tweets and individuals participating in the Black Lives Matter movement

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#BLACKLIVESMATTER: A MIXED METHODS EXPLORATORY STUDY OF TWEETS

AND INDIVIDUALS PARTICIPATING IN THE BLACK LIVES MATTER MOVEMENT

A dissertation submitted in partial satisfaction

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by

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DEDICATION

"You're not to be so blind with patriotism that you can't face reality. Wrong is wrong, no matter who does it or says it." -Malcolm X

"Injustice anywhere is a threat to justice everywhere." -Dr. Martin Luther King, Jr.

To Blacks and other minorities experiencing overt, systematic, and institutionalized racism- keep your head up and continue to succeed; create companies and invest in Black communities, organizations, and businesses. To all the activists who have and are continuing to fight tirelessly on behalf of Blacks and other marginalized groups of people, for a better quality and enjoyment of life. Thank you to Dr. Martin Luther King Jr., Malcolm X, everyone involved in the Civil Rights movement, President Barack Obama, Black Lives Matter founders: Alicia Garza, Patrisse Cullors, and Opal Tometi, and to all members and allies of the Black Lives Matter organization, who do both visible and invisible work. BLM- thank you for your passionate hearts and, most of all, your courage. Black power!

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ABSTRACT

The Black Lives Matter movement is a social movement that seeks to stop the persecution and

mistreatment of Black people. The research goal is to explore the Black Lives Matter movement

through Twitter (https://twitter.com) posts and participant interviews, using the frameworks of

framing and new social movement. Insight on how to address social injustice issues can derive

from this study. There is very little research about the Black Lives Matter organization and

social media. Social justice is at the heart and soul of these movements, prompting activists and

social media users to get involved. The Black Lives Matter organization was founded by

activists Alicia Garza, Patrisse Cullors, and Opal Tometi (Black Lives Matter, 2018a). These

Black women were dissatisfied with the not-guilty verdict of the Trayvon Martin case. Garza

wrote a letter on Facebook (https://www.facebook.com), ending with the phrase: Black Lives

Matter; and Cullors elevated the phrase and turned it into a hashtag on Twitter

(https://twitter.com): #BlackLivesMatter. Black Lives Matter aims to support Blacks, women,

LGBTIQA+, undocumented immigrants, people with disabilities, etc. and are working hard to

change laws and policy in the criminal justice system and other areas. The research design was a

concurrent mixed methods study using both Twitter (https://twitter.com) posts and interviews to

explore the Black Lives Matter movement. Quantitative content analysis was used for the Twitter

(https://twitter.com) posts. Using a saturation and quota method, posts were sampled around six

key events, with the #BlackLivesMatter hashtag and the new social movement framework. Five

interviewed participants shared their unique and rich perspectives on the Black Lives Matter

movement and social media practices. Findings led to three conclusions. First, social media

provides the opportunity for activists to shape their narrative. Second, Black Lives Matter

participants have affirmation for the movement and third, Black Lives Matter activists use of

social media can influence policy. Implications for practice include educating social media users to share their perspectives and speaking out against injustice. Future research focusing on a broader and longer period of time of social media users and activists could provide further insights for how best to use social media for social justice issues.

Chapter One: Introduction

Is Black Lives Matter a website, a motto, or simply a hashtag that is often repeated in the media? The term means so much more. Black Lives Matter is a moniker that was formed out of despair and frustration, from three Black women who wanted to publicize the victims' names, instead of being another faceless violence (Birdsong, 2016). Unfortunately, the term and hashtag Black Lives Matter grew out of a tragedy, specifically, in 2013 after Alicia Garza wrote a letter on *Facebook* (https://www.facebook.com), documenting her feelings about the trial, when George Zimmerman was acquitted for the murder of Black teen Trayvon Martin (Cullors, 2019). Patrisse Cullors, then, created the hashtag: #BlackLivesMatter on the *Twitter* (https://twitter.com) social media platform (Anderson, Toor, Rainie, & Smith, 2018; Cullors, 2019). The #BlackLivesMatter hashtag became the foundation for the movement, as Cullors worked with cofounders Garza and Opal Tometi (Black Lives Matter, 2018a). Cullors was raised in an environment where Black people were marginalized, harassed, and detained on the street for no other reason than the color of their skin, by police officers who sworn to protect and serve the community (Birdsong, 2016). As these instances of harassment and inequality repeated, over and over, she simply asked why? Cullors summed it eloquently when she emphasized that the movement is the Black people's call to action, and that, we should live in a world where Blacks are unharmed and can live as free people (Birdsong, 2016).

This is not only a huge issue for the United States; racial and ethnic disparity exist all over the world. Throughout history, Black people have been enslaved, beaten, raped, mistreated, and killed simply due to the color of their skin. Though our nation has been founded on equality and protection for all men, these principles seemingly do not apply to Blacks, as Blacks are unequal and seemingly victims of Whites, persecuted through guns, nooses, fists, and chains

(Lebron, 2017). White supremacy exists, celebrates racism, and discriminates against people of color. Historically, discrimination spans back to the colonial times, with the term settler colonialism, that supports White supremacy. Virginia was the birthplace of slaves, when Africans first arrived by boat in 1619, with 32 by 1620, 300 by 1648, increasing to 3000 in 1680, and 16,000 by the year 1700 (Ruane, 2019). Bacon's rebellion, in 1676, occurred when Nathaniel Bacon and his followers burned down Jamestown, Virginia to protest indentured servants (Blacks) and poor Whites (Hutchinson, 2016). Instead of giving everyone better civil rights, Virginia's House of Burgesses enacted laws that enslaved the initially freed Blacks and provided Whites (landowners and farmers) with more power (Hutchinson, 2016). One issue was that black people were enslaved; their lives were devalued, and politics were racialized because the government helped to create the slavery system (Smith, 2012). The concept of slavery permeates throughout the years; and the existence of this idea and notion entails that Blacks continue to be state property (Inwood & Bonds, 2016). This logic lends to systematic issues for Blacks linking to slavery, welfare, mass imprisonment, and sharecropping (Smith, 2012). The second logic is the genocide of people in pursuit of land that benefits Whites, by both enslaving people to tend to the land, and actually stealing the native's land (Smith, 2012). White supremacy and domination remain through revolving wealth, racial exploitation, and socioeconomic levels, even though blatant racism may be hidden (Inwood & Bonds, 2016). Racial exploitation includes systematic racism like sharecropping, mass imprisonment, racial profiling, and targeting. Black lives do matter, and the blatant injustices have encouraged people to turn to social media to express their views and promote social action. People of color and their families have a fear of becoming the next hashtag (#). Activists want people to say their names and remember the victims of these senseless injustices.

Activist regularly use social media in order to spread and disseminate information to help their cause. Various types of social media include *YouTube* (https://www.youtube.com), Facebook (https://www.facebook.com), *Snapchat* (https://www.snapchat.com), Twitter (https://twitter.com), and *Instagram* (https://www.instagram.com), where users are able to communicate and share ideas and information. Overall use, among United States adults, is steadily increasing: Younger Americans from ages 18-28 are the highest users of these platforms at 88%, next are the adults from 30-49 at 78%, followed by the 50-64 group at 64%, while the lowest percentage, 37% are the Americans 65 years of age and older (Smith & Anderson, 2018).

The discussions of using social media in conjunction with social activism and political views are prevalent with 69% of Americans who feel that these are appropriate and important conversations to further social activism and change (Anderson et al., 2018). These users, 64%, feel that the views expressed on social media give an important and powerful voice to racial and ethnic groups that have been marginalized and underrepresented. In contrast, 71% feel that activism on social media is highly overrated and serve as a distraction where activists are not making a significant difference to the overall purpose of the cause (Anderson et al., 2018). Social media research has advantages due to the high volume of information, diversity, and flexibility, and can be used in both quantitative and qualitative research (Sloan & Quan-Haase, 2017).

Background of Problem

Officially created and penned in 2013, Black Lives Matter is a movement in its infancy. The campaign was instrumental in attracting attention to the issue on an international level. Eventually, it may become philosophically as powerful and forceful as the Black Power movement detailed by Kwame Ture and Charles Hamilton (Lebron, 2017). In 1969, Ture

(formerly known as Stockely Carmichael), coined the phrase that became a powerful movement: Black Power. He led the Student Nonviolent Coordinating Committee (SNCC) and was a major force in the Black Panther Party. Hamilton was a civil rights leader, political scientist, and professor at Columbia University. Both were major revolutionaries that promoted Black Power in a time where civil rights unrest was at its peak.

Unfortunately, systematic racism and the legal reinforcement of racial bias precedes the 1960's. America has long felt the brunt of unequal treatment and punishment. The history of slavery and the horrific practice of lynching were commonplace in some areas of the United States. The Emancipation Proclamation signed into federal law by President Abraham Lincoln, essentially freed three million slaves in more than ten states (Lamar, 2017). While it was a major outcome in the civil war, it did not end the struggle and racial prejudices against Black Americans. The institutional mindset and the horrific acts of slavery and its mentality did not cease to exist. It is estimated that more than 3,400 Blacks were subjected to lynchings between the years of 1862 and 1968 (Lamar, 2017). The era of Jim Crow proved to be just as debilitating, with segregation still legal and part of the American society.

Major federal laws, signed by President Lyndon Johnson, included the Civil Rights Act of 1964 essentially "outlawed discrimination based on race color religion, sex, or national orientation" (National Archives, 2019, p. 2). These laws helped but did not totally eliminate the issues (National Archives, 2019). In 2016, with an age range of 15-34, Blacks young men were nine times more likely to be killed by law enforcement officers, compared to other Americans (Swaine & McCarthy, 2017). Police killed Blacks two times more than Whites in 2015 and 2016 (Swaine & McCarthy, 2017).

Statement of the Problem

This study is an exploration of social movements and the perceptions and messages related to the issues; as expressed on social media. Black Lives Matter has become more than just a name or phrase; it is a major social movement, so significant and impactful; that the three words have become a call to action for the hopes and dreams of many Black Americans and people of color. It became the basis of resistance to America's historical past. It is the political and philosophical grounds that prove the United States systems are not supporting twelve percent of the population (Lamar, 2017).

Internationally, various countries have had issues with racism and social injustice. The controversial killings of Philando Castile and Alton Sterling have spurred protest across Europe in Ireland, England, and Germany (Bowen, 2016). Familiar signs of the lettering: Black Lives Matter and No justice, no peace, has been reported by the media. Protesters visually express concerns over social issues, gun violence, and police brutality (Bowen, 2016). Social media has a direct impact on how social movements are perceived and portrayed on the Internet.

Garza stated that, in the United States, race and racism have been studied immensely, yet people continue to misunderstand it (Birdsong, 2016). Racism remains a major problem in Black communities; as, it not only affects current generations but also those generations to come. To illustrate: the wage gap is still significant. Women only earn 78 cents of every dollar a man earns. The gap widens with Black Women who earn 64 cents; while Hispanic Women only earn 58 cents. Black families are adversely affected by systemic and economic racism (Birdsong, 2016).

Purpose and Design of the Study

This study uses a concurrent mixed-methods design to provide a thorough exploratory process, using content analysis of Twitter (https://twitter.com) posts, and interviews. The Black Lives Matter movement is a force demanding change in the United States (Lebron, 2017).

Mixed methods exploratory designs' purpose is to explore what is happening and to inquire about the topic and it is usually used when there is not much known about the topic or phenomenon (Gray, 2014). This design is appropriate for this study as there is little empirical work published on the Black Lives Matter movement.

Central Guiding Research Questions

Two questions will be addressed:

1. How are social media users posting about Black Lives Matter on Twitter (https://twitter.com) related to selected recent events?

2. How do some Black Lives matter activists use Twitter (https://twitter.com) to promote their agenda?

Researcher Assumptions

This research was designed to explore one aspect of social activism, specifically Black Lives Matters and its affiliation with social media. The researcher specifically chose framing and new social movement theory as a foundation for this study. The prevalence of the Black Lives Matter movement in the current news and media prompts closer examination, especially since the violence and killings continue to occur. Individuals are highly influenced by the information presented on social media, in addition to the news outlets. As an educator at a large community college and university, the researcher has come to appreciate the value and impact

that the media and social activism has on student's education and the overall perception of American culture.

Delimitations

Social media research has presented specific challenges and delimitations. First, the questions are related to a direct platform of social activism Black Lives Matter. There are other types of social activism that are prevalent, including the Me Too Movement, which has meaningful platforms. In the #MeToo social movement, sexually abused victims braved their stories in efforts to bring attention to the issue through social media and seek justice. Social media has convenient data with a vast amount of information; the data set in this study will focus primarily on information from Twitter (https://twitter.com). Second, the data collection has the propensity to raise ethical questions. Most concerns arise from privacy, accuracy, and accountability (Sloan & Quan-Haase, 2017). New legislation and parameters, which vary from country to country, are implemented to address these concerns. Finally, questions of scales arise as the data sets may be large or small depending on the topic and intent of the study. Both approaches may be valid; however, it may provide various insights of the same subject matter (Sloan & Quan-Haase, 2017).

Theoretical and Conceptual Foundation

This research considers a cultural framework (Goffman, 1974) and a social movement framework focusing on new social movement theory. In addition, concepts associated with social media provide further foundation for the study. An understanding of social movements, in general, helps explain how any social or cultural shifts are evolving in a world where social media is highly used.

Cultural framing framework. Framing theory provides a specific perspective the media presents as information to the audience, and how that impacts the audience's choice on how to process that information (Arowolo, 2017). Erving Goffman (1974) presented two types of framework. The primary frameworks can be presented naturally, in which there are no implications or inputs from the person delivering the message. The primary framework can be social, in which the person's motives can alter the message.

New social movement framework. In a social movement**,** people rally or protest to object an injustice. A social movement can be located in a single area, and also spread nationally or even internationally, if the injustice that occurred sparks a passion in the demonstrators. Social movement research transpired in the 1970s; most of which is based on the works of French Sociologist Alain Touraine. Touraine (1977) discussed the struggle in societies. New social movement theory was created in the 1970s for the newer social movements that focused on culture and identity (Little, 2014). In addition to Touraine, there were other theorists that contributed to the new social movement theory including Claus Offe, Alberto Melucci, Jürgen Habermas offering the terms autonomy, collective action, identity, quality of life, and solidarity.

Inherent within social movements is the concept of social justice**.** Social justice is understanding how certain groups of people are living compared to others in society (Miller, 1999). Activists seek justice. With increasing attention on the killing of Black citizens, the Black Lives Matter movement has become an important part of the national discussion. These black killing cases have been a topic of debate on whether the murders have been racially charged or just happened as an individual circumstance.

Known as a call to action, the Black Lives Matter movement is a call to action denouncing any ill will toward Black people. The Black Lives Matter movement involves voices

of all races and cultures; however, is predominantly Black. For an individual who is Black, the skin color ranges from light to dark and is usually of African descent. Some Blacks have been referred to as negro, nigger, or coon (a lazy Black person), which are negative connotations. Some Black men have rephrased the term nigger to nigga, as a way to change the meaning to empower themselves against the negative term. Currently, there are some Blacks who are proud of their skin color and culture and refer to themselves as Black Magic or magical. For instance, Simone Biles, a 2016 Olympic gold medal gymnast may be referred to as #BlackGirlMagic. Some males are referred to as #BlackBoyJoy.

Social media framework. Social Media is a platform on the Internet where people can post content including pictures, thoughts, and opinions, and socialize with other users. One of the earliest forms of social media is Facebook (https://www.facebook.com) in which users can post messages, pictures, form groups, and sell items among other uses. Facebook (https://www.facebook.com) is expanding to incorporate virtual reality. Twitter (https://twitter.com) is a form of social media where people can post a "tweet," which is a 140-character message. Instagram (https://www.instagram.com) is another social media platform where users post pictures with corresponding descriptions, also referred to as "IG" or "The Gram." Hashtags are used to collectively group same word phrases such as #BlackLivesMatter and provide users a way to quickly access content about a particular topic. This study will focus on Twitter (https://twitter.com), as there is minimal research on that platform regarding the Black Lives Matter movement.

Significance of the Study

The importance of exploring in detail the black lives lost has numerous societal ramifications. There are continued poor race relations in the United States, especially since

President Donald Trump was elected into office in 2016. In a 2016-2017 study, 44% of Americans believe there is not enough attention relating to race and race relations (Pew Researcher, 2017). Many of his political tactics that helped him get elected, preyed on fear and focused on criminalizing Mexican immigrants, with threats to build a wall between America and Mexico, and proclaiming Muslims as super dangerous terrorists.

Trump's executive order in 2017, banned Syrian refugees, suspended the United States admissions program for four months, and a possible 90-day suspension from "Syria, Libya, Iraq, Iran, Yemen, Sudan, and Somalia (mostly Muslim) countries" (British Broadcasting Corporation, 2017, para. 8). These public displays of racism have fueled race relation tensions, prompting racist people to become more visual and overt, since his presidential win. In a 2016-2017 study, Pew Researcher (2017) found that 60% of United States adults believed that Trump's presidency would lead to worse race relations in America. Another Pew Researcher study found that almost half of Americans expect worse race relations after Trump's presidential election (Maniam, 2016). More specifically, 75% of Blacks and 43% of Whites believed that race relations would be worse under Trump (Maniam, 2016). President Barack Obama's election prompted for more positive race relations. In 2008, 52% of Americans expect race relations to improve, with 75% of Blacks and 49% of Whites, agreeing (Maniam, 2016). In 2009, after President Obama was elected, 77% of Americans viewed race relations as positive (Dann, 2017). Various political affiliations and their thoughts on race relations are as follows: In 2016, 48% of Republicans say that racial relations will get better, while 81% of Democrats say race relations will get worse (Pew Researcher, 2017). The following year into Trump's presidency, only 17% of Republicans say race relations will get better, with an increase of 83% of Democrats say race relations will be worse (Pew Researcher, 2017).

Furthering the racial and societal divides, Trump endorses a racist advertisement before the midterm election (Collinson, 2018). The spot showcased a Mexican cop killer, Luis Bracamontes, saying that he will kill again, with added fear tactics, that included Democrats let this happen and will allow these people to come to America (Collinson, 2018). Trump aims to put constant fear into the American people and overtly displays racist tactics projected via media. The White supremacy groups, the alt-right, held a protest in Charlottesville, VA in 2017. Various hate groups, the neo-Nazis, and the Ku Klux Klan (KKK) charged the streets yelling obscenities and antisemitism chants, with one of the members even killing a counter-protestor (Weiland, 2018). At the time, Trump stated that there were very bad people in the alt-right groups, but fine people on both sides. This message sparked outrage in the nation with those who opposed, and admiration from White supremacy sympathizers. There were 20% of Americans that approved of Trump's response, with a slim 3% approval from Blacks (Gajanan, 2017). Trump then straddled the issue, when he specifically condemned the KKK and neo-Nazis, then blamed both sides yet again (Hayes, 2018). The president of the NAACP's Legal Defense and Educational Fund, Sherrilyn Ifill, posted a statement on Twitter (https://twitter.com), criticizing Trump's use of blaming both sides, stating that he was trying to incorporate a sense of moral equivalency for both sides, as to not offend the White supremacists (Hayes, 2018).

Trump normalized racism in the United States (Cose, 2018). Trump also wanted to keep Black and brown immigrants out of America. Trump, called countries a profane word, and no longer wanted to aid Haiti, El Salvador, and African countries (Dawsey, 2018). Trump altered an immigration policy for 60,000 Haitians displaced from the hurricane, removing protection from deportation, and to go back to Haiti by July of 2019. Both Democrat and Republican

representatives of the United States had comments about Trump's communication on immigration. Democrat Representative Luis Gutierrez of Illinois stated the president had racist outbursts. Democrat Representative of Louisiana, Cedric Richmond, proclaimed that Trump's slogan Making America Great Again (MAGA), really means making it White again. Republican Representative of Utah, Mia Love, whose family is from Haiti, demanded an apology, and remarked that Trump's words were unkind and elite, and should not be coming from the leader of America (Dawsey, 2018; Vitali, Hunt, & Thorp V, 2018). Others have responded via social media, tweeting how beautiful Haiti is and how the Haitian community has enhanced South Florida (Vitali et al., 2018). There are Americans who agree and disagree with Trump and his politics. Trump is the leader and President of the United States, and when he uses the tactic of strained racial motivation for the support and benefit of his politics, it can be harmful to the melting pot of diverse American populations, psychologically and physically.

There have been conflict within American communities, and recently with Blacks doing normal daily life activities, and the Whites who call the police on them. In a National Broadcasting Company (NBC) and Survey Monkey study in 2018, found that 45% of Americans say race relations are worsening and 30% believe that race is the biggest divide in America (Cose, 2018). The following instances are wasted police resources for law-abiding Black citizens (Gomez, 2018).

At a Philadelphia, Pennsylvania, Starbucks, two Black men were handcuffed and removed from the establishment, while waiting for their business associate to arrive. The men did not order any menu items. After the men were released, there were protests, including Black Lives Matter members, and boycotts of Starbucks (Meyer, 2018). In response, Starbucks issued

an apology and shut down the shops to have employees complete a diversity training (Meyer, 2018).

Grandview Gold Club, in Dover, Pennsylvania, called the police two times to remove a group of older Black women, "Sandra Thompson, Myneca Ojo, Sandra Harrison, Carolyn Dow, and Karen Crosby" (Woodall & Boeckel, 2018, para. 2), for claims of golfing too slow. The first time the police came, they determined that there was no issue, so they left. Three of the women felt anxious about management's first encounter and left the golf course. The second call to the police ended with the police meeting with the Golf Club managers and the remaining women. The women ended up leaving, and no charges were filed. Some of the women now have a negative perspective of golf (Woodall & Boeckel, 2018).

Bob Marley's granddaughter, Donisha Prendergast, and her friends were racially discriminated against when checking out of an Airbnb in California (Yancey-Bragg, 2018). Prendergast, Komi-Oluwa Olafimihan, and Kelly Fyffe-Marshall officially notified the Rialto Police Department of an upcoming lawsuit. The incident occurred when Prendergast's group did not wave back to a neighbor, and the police were called. Seven police vehicles and a police helicopter arrived to the property, and the group was interrogated by the police for 45 minutes. The police officers claim that the Airbnb was illegal since the owner did not obtain a business license and that the encounter was 22 minutes. The Airbnb owner, Marie Rodriguez, claims that the neighborhood is diverse, and not racist. Prendergast's Instagram (https://www.instagram.com) post and video of the altercation garnered almost two million views (Yancey-Bragg, 2018).

The police were called, by a White student, and dispatched at Yale University for a Black student who slept in her dorm's common area, while working on a paper. Lolade Siyonbola, a

Yale graduate student, frustrated with the process of the police checking if she should be there, said that she deserved to be there (Griggs, 2018). Siyonbola Facebook (https://www.facebook.com) lived (a video recording that live stream to Facebook (https://www.facebook.com) users) part of the incident has about 12,000 comments and 480,000 views. Yale believed their on-campus police followed protocol. The Dean of Graduate Studies, Lynn Cooley in her email statement to the student body, wrote that Yale needed more work for student inclusivity (Griggs, 2018).

In Oakland, California, two Black men were barbequing at a park, when a woman, Jennifer Schulte, approached the group, stating they had to stop the activity. An onlooker, a White woman who saw the incident, began to videotape and confront the woman (Gomez, 2018). After the woman claimed she was worried for children due to possible improper disposal of the grill and cited that it was not race related, she called the cops. The onlooker posted the video to YouTube (https://www.youtube.com) and garnered over 2 million views. Oakland City Council member, Lynette McElhaney, stated that police are not private security for people who feel uncomfortable in a public space with Blacks, and calls should be reserved for emergencies only (Gomez, 2018). Sean Carter, a social justice advocate, wrote a post on Facebook (https://www.facebook.com), naming her Barbeque Becky (Farzan, 2018). The name evolved to #BBQBecky, with users creating a hashtag, memes, and posts on Facebook (https://www.facebook.com), Instagram (https://www.instagram.com), and Twitter (https://twitter.com).

In San Francisco, California, an 8-year-old child and her mom, a Black family, were threatened for not providing a permit to sell water near their apartment building by Alison Ettel, a White woman and building neighbor, who seemingly made a phone call to police. Erin Austin

was no longer employed when her daughter Jordan sought to raise money to go to Disneyland (Rosenblatt, 2018). Austin's cousin, Skye, videotaped the confrontation, posting the video on Twitter (https://twitter.com), that had 2 million views, and almost 1.5 million views on her Instagram (https://www.instagram.com; British Broadcasting Corporation, 2018). Skye nicknamed Ettel #PermitPatty. An anonymous Twitter (https://twitter.com) user bought Disneyland tickets for the family (Rosenblatt, 2018). Twitter (https://twitter.com) user @HollaBlackGirl, reposted an Instagram (https://www.instagram.com) post on Twitter (https://twitter.com), and emphasized inequality of races, comparing Ettel who owned a marijuana company, and the institutionalized imprisonment of Blacks who sold marijuana (British Broadcasting Corporation, 2018). The post gained 134,000 likes, with almost 58,000 users commenting (British Broadcasting Corporation, 2018).

A public pool incident involved a male Black teen, in which a woman Stephanie Sebby-Strempel, attacked because she said he did not belong. Rhe Capers, the teen's aunt, posted the video and incident on Facebook (https://www.facebook.com), gaining over 1,500 likes and 16,000 comments. Sebel-Strempel was dubbed as "Pool Patrol Paula" (Price, 2018, para. 15) and called law enforcement on the teenager. In the end, Sebel-Strempel was charged for assault and was fired from her job. In North Carolina, another pool incident, happened when Adam Bloom, demanded to see an access card from a Black family. The mother video recorded the incident and posted it on Facebook (https://www.facebook.com). Bloom, nicknamed ID Adam, ended up losing his job (Price, 2018).

In Chicago, Illinois, CVS manager Morry Matson called the police on Camilla Hudson, a Black woman, and claimed that she used a counterfeit coupon (May, 2018). Hudson recorded a video of Matson calling the emergency line, 911, appearing afraid as he communicated, and

posted the altercation on Facebook (https://www.facebook.com). Dubbed Coupon Carl, Matson and another employee were fired from CVS, with their spokesperson proclaiming that CVS does not accept any form of discrimination, and welcomes diverse customers (Farzan, 2018). Matson is a Trump supporter and worked for his 2016 presidential campaign (May, 2018).

In Ponte Verde Beach, Florida, a Black dad was reported to the cops, by a White woman, in this case, her real name was never revealed, so the Facebook (https://www.facebook.com) user, Ginger Galore Williams, named her Golfcart Gail (Williams, 2018). At a soccer game, the dad noticed his son looked upset after a call and screamed out that the referee was correct. Golfcart Gail promptly approached the parent and told him that harassment would not be tolerated. The dad offered to leave, but Golfcart Gail called the police, and the police officer had to dissolve the situation. Williams ended her Facebook (https://www.facebook.com) post proclaiming that Black Lives Matter and shamed Golfcart Gail for White privilege. This Facebook (https://www.facebook.com) post generated 33,000 shares, 22,000 comments, and 34,000 likes (Williams, 2018).

In New York, a White woman called the cops on a Black nine-year-old child, who she claims sexually assaulted her (Littlejohn, 2018). In security camera footage, the child with his sibling and mother was seen walking past the White woman, who was paying for her items with the cashier. His bookbag brushed against her. By the time the cops showed up, the woman had left the corner store. Jason Littlejohn taped part of the aftermath, and posted the footage on Facebook (https://www.facebook.com), deeming the woman Cornerstore Caroline. The Facebook (https://www.facebook.com) post has over 159,000 shares and 8.3 million views (Littlejohn, 2018).

Race relations continue to worsen in the United States. The viral memes and hashtags feature the racial strains in America (Farzan, 2018). Social media use has been credited to bringing attention to underutilized and underpublicized issues. Black people are not being believed, so people are videotaping racist situations (Price, 2018). Rashan Robinson, the president of Color for Change, stated that the tapes alone are a good start, but to enact actual change, all races must work together to express, organize, and demand justice- with the offenders either needing to resign or be terminated from their workplace (Guynn, 2018; Price, 2018). This type of activism gives racial targeting a very public platform (Price, 2018). David Dennis Jr., a writer, proclaimed that real names should be used since nicknames can block White women of consequences from putting Blacks at risk (Farzan, 2018). Other Twitter (https://twitter.com) users, like @eveewing, @fivefifths, and @Toure agree, tweeted that non-emergency police calls can get Blacks killed and that the nicknames should be discontinued since they are making the callers seem cute; when in actuality, they are dangerous (Farzan, 2018). Though people add their perspectives and even humor to their social media posts, with the nickname hashtags, people are becoming more aware of racial behaviors (Guynn, 2018).

Colin Kaepernick, a former football player of the San Francisco 49ers, decided to publicly protest the police brutality at the games in the United States. Kaepernick has experienced racism growing up. He was adopted by a White family, but as he got older, he noticed that people were nervous being around him, with workers at establishments coming up to him asking if they could help him with anything (Branch, 2017). Little Black boys are cute until they reach a certain age, and that is when they begin to look threatening. Kaepernick began to discover his identity when he joined the Kappa Alpha Psi fraternity, a historically Black fraternity. While at the University of Nevada, Reno, Kaepernick experienced racism from

Whites because he was a Black quarterback and from others, because he grew up with a White

family (Branch, 2017). Starting in 2016, Kaepernick decided to sit down during the National

Anthem, stating that he did not want to show pride in the America that persecutes people of color

(McKirdy, 2016). Initially, his team and the NFL supported Kaepernick's decision, stating that it

is the player's decision to participate in the National Anthem (McKirdy, 2016). Kaepernick

switched from sitting down to taking a knee for the remainder of games in his career to show

respect for the troops (Martin, Park, & Vercammen, 2018).

Some fans booed and yelled in anger, whenever Kaepernick played (Martin et al., 2018).

There were fans who believed that Kaepernick did not respect the American troops that fought

and died for our country. However, most of these fans do not comprehend the real reason for the

protest. Police officers were not being held accountable for the injustice of killing Blacks

(McKirdy, 2016). On Instagram (https://www.instagram.com) and Twitter (https://twitter.com),

Kaepernick posted about his outrage with the Alton Sterling and Philando Castile deaths, stating

that Blacks died and are under attack from people who took jobs to protect Americans (Branch,

2017). Kaepernick inspired other athletes to sit, kneel, or even raise the Black Power fists,

during the National Anthem, including former teammate Eric Reid, former NFL player Nate

Boyer, Denver Broncos player Brandon Marshall, and the United States soccer player Megan

Rapinoe, among others (Branch 2017; McKidry, 2016; Ortiz, 2018). Kaepernick sought to enact

change and fight for social justice, even if he lost his job and endorsements (Martin et al., 2018).

Though Kaepernick is a really good quarterback (his passing rate was 17th in the NFL), he is

currently not employed by the NFL, and he has filed a grievance against owners keeping him out

of the NFL (Branch, 2017; Futterman & Mather, 2018). Some players continued to protest, even

after Kaepernick was out of the league. In September of 2017, Trump stated at a political rally in

Alabama that he wanted to see the NFL owners say to any football player that disrespects the flag, to get that son of a (profanity) off the field (Gregory, 2017). The commissioner of the NFL, Roger Goodell, trying to appease both sides stated that the protest made it seem that NFL players were unpatriotic and wanted all players to stand for the National Anthem (Futterman & Mather, 2018; Ortiz 2018). In May of 2018, the NFL enforced a new policy in which players were allowed to stay in the locker rooms in lieu of participating in the National Anthem. It will be up to the individual teams, to determine if they wish to fine the players for the disrespect of the flag, that includes kneeling, sitting, fists in the air, and linking arms (Futterman & Mather, 2018; Ortiz, 2018).

The CEO of the New York Jets, Christopher Johnson, proclaimed that players should continue social justice activism and that the team would cover any fines sanctioned (Ortiz, 2018). The National Association for the Advancement of Colored People (NAACP) disliked the policy stating that the players are being silenced and they cannot escape any daily Black aggressions. Former NFL players, Dominique Hamilton and Sage Rosenfels, tweeted respectively that the NFL is majority Black and would upset many people if they were not on the field; and that all attention, including concession and camera crews, should be directed to the National Anthem (Ortiz, 2018). Throughout the protests, Nike continued Kaepernick's contract and in September 2018, released an advertisement (ad) that stated, "Believe in something. Even if it means sacrificing everything" (Boren, 2018, para. 3). The ad was criticized with protests from a mayor, two colleges, Trump, and others who boycotted and burned Nike gear. Supporters of the ad purchased Nike stock, which closed at an all-time high at $83.47 a share, and 44% of young Americans ages 18 to 34 approved of the ad (Boren, 2018).

Authority is getting out of control, and the abuse continues. There are 65% of United States adults who say there are strong to very strong conflict between Blacks and Whites in a 2016-2017 study (Pew Researcher, 2016). Black lives have been disregarded and killed due to their skin color, though commonly, perpetrators did not divulge racism as the reason for the violence in official reports. Seventy-two percent of Americans say there is racism against Blacks (Arenge, Perry, & Clark, 2018). The defense for most of the murderers attributed to self-defense with a variety of discrepancies in the police reports. It is likely that racism was the motive for these murders against Blacks. Trayvon Martin, Jordan Davis, Rodney King, Malice Wayne Green, Abner Louima, Amadou Diallo, victims of the Danziger Bridge shootings, Sean Bell, Joseph Guzman, Trent Benefield, Oscar Grant, Dontre Hamilton, John Crawford III, Michael Brown, Sandra Bland, Eric Garner, Tamir Rice, Freddie Gray, and Alton Sterling are some of the victims plagued by assailants and law enforcement. Their stories have become nationally recognized due to the prevalence of incidents happening and the continuing racial issues. This is a learning problem because Black people are dying, being harmed physically and emotionally, and are trying to live a good quality of life. There is a strong possibility that more deaths will continue against Blacks. These specific cases reiterate the brutality and unnecessary loss of life in the Black community. The need to bring awareness is critical for there to even be a start to changing our nation and world for the better. We need to understand why and how Black Lives Movement activists and others users utilize Twitter (https://twitter.com), through the new social movement theory (quality of life, autonomy, collective action, identity, and solidarity) and any other themes that may emerge.

Chapter Summary

Black people are continually being killed and endure racial discrimination and economic inequalities compared to other Americans (Swaine & McCarthy, 2017; Wright & Rogers, 2010). The deadly target on these Black people is not biased on age or gender and range from children to adults both male and female alike. Often the general media frames Black people as criminals, at times, portraying Blacks negatively. As Cullors, one of the Black Lives Matter movement founders stated; the movement is a means for a call to action (Birdsong, 2016). The Black Lives Matter movement seeks to find and fight for social justice, for those people of color who are suppressed. The purpose of this research is to explore how Black Lives Matter uses social media to further their movement, using a mixed methods exploratory analysis.

Chapter Two: Literature Review

The review of relevant literature presents an overview and theoretical framework for studying social movements. The overview gives a glimpse of social movements and the basis of the selected theoretical foundation. The framing theory has historically been applied over a number of years (Goffman, 1974) while social movement theory was developed years later. Historical movements for civil rights, Black social movements including the key stakeholders, and protests, as well as current modern movements, are explained in detail. Finally, social media is examined with its subsequent effect on the events that occur thereafter.

Social Movement Overview

Social movements may be difficult to define; it is not always characterized by a specific group or party; nor is it temporary or fleeting. Social movements are organized entities that share common conflicts and goals, connections may be formal or informal, and they have an identity that is attributed to the entire group (Della Porta & Diani, 2006). Herbert Blumer (1969) was one of the first theorists who studied social movement in detail. Blumers' initial stages: "social ferment, popular excitement, formalization, and institutionalization eventually morphed into emergence, coalescence, bureaucratization, and decline" (Della Porta & Diani, 2006, p. 150).

Emergence is the initial stage of social movements. This is the beginning period of discovery and is generally not organized. The organizers know that there is frustration and discontent and it usually starts with one or a small group of people. Hopper (1950) coins this phase as widespread discontent; Blumer coins this period as the social ferment stage (Della Porta & Diani, 2006). The person shares grievances with close confidants and generally follows the issue through the media, which usually amplifies and spreads the discontent (Christiansen,

2009). During this period, a social movement can be founded by a particular social movement organization. This organization establishes the groundwork, raises awareness, and helps to form a collective sense of discontentment among the group. To illustrate; the social movement organization for the beginning stages of the Civil Rights movement in the early 1950s would be the National Association for the Advancement of Colored People (NAACP). This provided the foundation of the movement; but it did not progress without two momentous events: until the Supreme Court ruled to outlaw segregation of schools in the Brown versus the Board of Education case in 1954 and the Civil Rights Act of 1964 (Christiansen, 2009). In the Black Lives Matter movement, this happened when people were discontent with the outcome of the Trayvon Martin case. Cullors created the #BlackLivesMatter hashtag, and with Garza and Tometi, the group created the Black Lives Matter movement.

Following the emergence phase is the coalescence stage otherwise referred to as the "popular stage" (Christiansen, 2009, p. 3). There is still widespread discontent, but there is a heightened sense of focus where there is discomfort about the cause and a clear sense of who is the responsible party. Hopper (1950) notes that in this stage, the participants are aware of each other and the main purpose of the movement. Distinct action is initiated: leaders are identified, strategies are formed, and mass demonstrations are in the formative and strategic stages (Christiansen, 2009). During the Civil Rights movement; this stage was very clear. Dr. Martin Luther King Jr. was the capable leader, the African American in the Southern states implemented their own highly publicized and effective campaigns to fight segregation with the Montgomery Bus Boycott, counter sit-ins, and nationwide marches (Christiansen, 2009). In the Black Lives Matter movement, the hashtag went viral, and was considered a trending topic on Twitter (https://twitter.com). Many people began to speak out about the injustice of Blacks, with some

finding that the law enforcers should be accountable for wrongdoing. Other responsible parties

include vigilantes, who harm Black people. National and international protests and marches

were enacted, with the organization for mobilization efforts made on social media outlets.

Blumer describes the third phase as bureaucratization or formalization (Della Porta &

Diani, 2006). There is more publicity surrounding the cause, the organization is succinct, and

the plans have detailed objectives and goals. In this stage, individuals who are specialist in their

field help to accomplish the objectives, knowing that this phase is at the height of political and

influential power (Christiansen, 2009). Unfortunately; this phase may also indicate a waning of

interest and passion for the cause since it is very difficult to maintain the level of intensity

needed to continue the movement (Christiansen, 2009). This is the point where formal

organizations are officially formed to help maintain the interest, visibility, and longevity needed

to fulfill the long-term goals of the movement. Various organizations that represent the lesbian,

gay, bisexual, and transgender (LGBT) movements would be a direct example. The LGBT fight

for human rights morphed into various organizations including the Gay-Straight Alliance and

Gay and Lesbian Advocates and Defenders (GLAD; Christiansen, 2009). GLAD has become a

powerful lobbying group for inclusion (Christiansen, 2009). The Black Lives Matter group

morphed into the Black Lives Matter Global Network. In addition, the Movement for Black

Lives was formed with over 100 other activist organizations to fight for Black rights on the local,

state, and national levels (Movement for Black Lives, 2016).

The last phase of the movement may include decline or institutionalization. Miller (1999)

states distinct areas of decline including repression, co-optation, success, and failure. Repression

may occur in cases where the government, or those who represent authorities, find ways to

suppress the movement by passing laws or applying pressure to group leaders in order to cease

the activities. This occurred during the 1960s where leaders of the politically left groups were harassed to the point of dismantling the group. Co-optation is when a certain movement is infiltrated to the point of redirection or dismantling.

In contrast; a movement may be so successful that laws are passed to support the goals of the movement. For example, the protest against the Vietnam War was so great that eventually, the war ended, and there was no reason for further protest. The movement may eventually fail, due to lack of leadership, organization, or specific initiatives. Other groups may emerge; which in turn makes the original group obsolete or eventually the groups may re-emerge if the issues have not been resolved (Christiansen, 2009). The Black Lives Matter Global Network and the Movement for Black Lives are currently active and working to fight injustices for people of color.

Social movements are not limited by a restrictive area; the movement may be local, national, and global. By definition, social movements are organized groups working toward a shared goal (Little, 2014). These groups may have varied goals. The social movement groups Occupy Wall Street and the Arab Spring wanted to create change. The anti-globalization movement's purpose was to resist change. The civil rights movement wanted political change and a voice for Blacks (Little, 2014). The Black Lives Matter movement seeks to create social change.

Theoretical Framework

Framing theory directly relates to the way that the media portrays Black males in the news. Often, the victim's criminal records are highlighted to the public, as if that was the reason for the crimes against them (Kabengera & Neu, 2016). New social movement theory evolved as

new social movements emerged and could not fit into the traditional social movement theories (Melucci, 1989).

        Cultural framing framework. Gregory Bateson (1972) coined framing, which is a set of interactive messages through spatial and temporary bonding. Hallahan (2008) further correlates the concept of framing with metacommunication, nonverbal cues. Erving Goffman (1974) put this theory into place with the idea of the primary framework. To help analyze information; Goffman (1974) presents two primary frameworks: naturally, taking the quote literally without social drivers, and socially, the frame of information is socially driven from a person's manipulation and goal. The media provides a frame of predetermined news information and narrow contextualization, with framing theory (Arowolo, 2017). Frames can provide cognitive shortcuts to connect the information to the bigger picture, or point of the news story, and can assist a viewer with understanding the information (Arowolo, 2017). The foundation of framing theory allows a media or news story to be evaluated and placed within a sense of familiarity. Each individual process information in a way that is personally significant. It is up to the user to decipher the meaning and place it into context.

        Media perspective and framing theory. As stated by journalist Linn Washington Jr., "yet, the mainstream news media still does not report adequately on racial problems rampant across America, particularly institutional racism that also infects the news media" (Kabengera & Neu, 2016, para. 5). In some mainstream media outlets, the portrayal of Black men can be skewed to appear more as a criminal or they will mainly talk about their criminal past as if that plays a role into them being beaten, killed, or arrested.

        In 2016, when Philando Castile was shot and murdered by a cop, Cable News Network stated his multiple traffic violations and Fox News reported his drug addiction and issues with

officers (Kabengera & Neu, 2016). In 2015, in drug abuse cases, 68% are White, while 28% are Black (Federal Bureau of Investigation, 2016). However, there are still cases in mainstream media where they repeatedly report a Black person's charges, which make it seem more prevalent than reality. "The continual coverage of the Black man's plight instead of his progress only hinders his growth, holds back our country from equality and hides the truth about the opportunities and challenges we all face" (Williams, 2006, para. 3).

The main issues are the discrepancies surrounding the cases and the unjust treatment of law enforcement officers against these Black people who are unarmed. New York Mayor Rudolph Giuliani blamed the Black community for the reasoning behind the tension and why the White police are prevalent in Black neighborhoods. Giuliani stated in reference to Blacks that if they "weren't killing each other 70 to 75 percent of the time" (Deggans, 2014, para. 5) that there would not be as many White police officers in those areas. The arrest rate for murder in 2015 was 40% of Whites and 56% Blacks (Federal Bureau of Investigation, 2016). Some people in the United States are watching these mainstream media news shows as their primary source of information. In addition, Giuliani stated on *Fox News Sunday*, "Blacks commit murder eight times more per capita than any other group in our society" (Deggans, 2014, para. 5).

Blacks and Hispanics do not feel their views are being represented in politics or mainstream media (Simon, 2018). Citizens have moved to social media to gather and disseminate information. Blacks and Hispanics are more likely to describe social media as very important for continued social change and influencing policy decisions (Anderson et al., 2018). Blacks at 80% agree that social media highlights important issues, that otherwise, may not be well known to others (Anderson et al., 2018).

New social movement framework. Alain Touraine termed the sociology of action, where he believes that society is formed by its own structural mechanisms and social struggles (Touraine, 1977). Touraine (1977, 1981) views society as intertwined relationships that promote sociological intervention with a broad range of perspectives. These perspectives are in direct contact of functionalism, social action with distinct roles and norms, and Marxism, social action with economic ties (Touraine, 1977, 1981). The traditional social movements focused on classes within societies and worker struggles; their leaders were political affiliations and unions (Langman, 2013; Zugman, 2003). Social movements are compared to being a social conflict (Touraine, 1985). With the term: new social movement, minorities were to be prime populations of a social movement. With the mass society protest movements, often members defined themselves as a minority. Often these members do not identify as a majority member in society and do not obtain power. These new social movement organizations aim to "fight for a society defined by its diversity, adding ethnic or moral pluralism to political pluralism and free enterprise" (Touraine, 1985, p. 777). In the past, social movements had stakes and enemies. With the new social movement theory, members sometimes experience limitless self-production, self-transformation, and self-destruction. In the past social movements, the industrial societies would to create productions that transformed into organizational systems and devices. Postindustrial societies, in the new social movements, create technology in order to produce information, symbolic goods, languages, and cultural values (Touraine, 1985).

Claus Offe contributed to new social movement theory: issues, values, mode of action and actors. Issues may concern with anything in general and can relate to any aspect of life (Offe, 1985). As indicated by Offe (1985), issues may include life conditions, identity (sexual or general), body, culture, health, ethnicity, or survival. Autonomy and identity are parts of the

value. Members may exert autonomy, which includes decentralization, self-government and self-help, and within the organization, all while resisting bureaucracy, control and dependence. Mode of Action can be internal and external. Within the internal mode of action, individuals work together collectively, while externally, within the mode of action, the organization itself, resists politicians or the world. Instead of focusing on socioeconomic or political affiliations, actors are participants that concentrate on issues, such as culture or ethnicity (Offe, 1985).

Alberto Melucci (1985) defined social movements as a mass behavior characterized by deviance, grievance, or aggravation; and a collective action, within a system, that is based on solidarity, conflict, and breaking limits. Rather than centering on economics alone, new social movements focused on the shared needs cultural, political, and economic structures. Melucci contributed solidarity, conflict, self-realization, autonomy, latency, visibility, collective action and identity to the new social movement (Melucci, 1985, 1995). With solidarity, members share a collective identity, by being recognized or personally recognize that they are a part of a social relationship (Melucci, 1985). In a conflict, both sides are vying for the same resources. The factors that affect a person's actions, within conflict, include identity, culture, motivation, space and time, daily. Limits are the variations within a system, and any breaks will broaden the range. Autonomy is vital for the organization to be an effective informational system, and for individuals to create and absorb information. With self-realization, there is an increase of personal and collective identity. The actors, members within the organization, should inform the public of their issues. With prophetic function, the members fight for their stakes, whether it's symbolic or cultural, over materialistic wins or recruitment. The two-pole model relates to latency and visibility. Latency are the social codes that correspond with cultural models, changes in meaning. Social codes examples include nature, time and space, sexual

identification, and body. Latency expands to allow members to change and create new culture codes. With visibility, members oppose certain issues that do not coincide with public policy. This is considered public mobilization and these members have issues with the logic and believe that there are other ways to continue, cultural models. Both latency and visibility are key to the solidarity and mobilization of organizations. Latency intertwines with visibility in that mobilization includes both a cultural framework and solidarity. Visibility can create new groups, revitalize solidarity with its current members, and increase the number of militant members to the organization (Melucci, 1985). In collective action, these members are providing a message to the public relating to relational and symbolic patterns, creating new languages and goals (Melucci, 1995). New social movements are working towards a social life and political innovation network, and away from political systems. The set of rules and roles and language that people adjust to, is the culture. A person can be born with certain aspects that contribute to identity, but ultimately, as the person grows and changes continually, construction, selection, and adaptation are involved. Through the process of construction in identity, the person thinks about action as self-identification, defining how the field should be organized, which can be an issue; and ponders "synchronically [who am I at this moment?] and in time [who am I compared with yesterday or tomorrow, compared with memory or projection?]" (Melucci, 1995, p. 137). Aspects that assist to form identity include power impacts, social demands, and the recognition and selection of constraints or opportunities.

With Jürgen Habermas (1981), social reproduction, socialization, and social integration are within the new conflicts of new social movements. Older social movements focused on economic, political, social, and military issues, with members identified as workers, entrepreneurs, and middle class. The issues cited with new social movements include: self-

realization, participation, quality of life, equality, and human rights. New members and politics, include younger people, a new middle class, and a higher education level (Habermas, 1981).

In the 1970s, the new social movement theory was created due to the quality of life movements that could not fit into the traditional movement theory mold (Melucci, 1989). The primary focus of the new social movement theory is goals of autonomy, quality of life issues, self-realization, and identity; and, collective action through social networks is engrained in culture, ideology, and politics (Little, 2014; Sen & Avci, 2016). Black Lives Matter movement was made to be active online and have mobilized street protests, one of the founders Cullors had stated (Robinson, 2018). Sociology Professor Rachel Einwohner, who teaches at Purdue University, stated, that people are mobilizing quickly through social media, which is interesting and meaningful about social movements and social media (Simon, 2018). In the four year report distributed from the Black Lives Matter Global Network, they offer a call to action to donate or become a member or supporter of the movement (Black Lives Matter, 2018a). Donations can be monetary, to local chapters, in-kind resources, like food for events or meetings, office spaces, and intellectual offerings like cultural work, legal, or communications. The following detail the ways that the Black Lives Matter (BLM) Global Network suggest becoming a supporter or member. BLM wants users to share and retweet their posts from their national network and local chapter social media accounts. The second action is to sign up for their annual community report. The third action is to become a member of a local chapter or to attend an event. The last action is to be an ambassador for BLM by finding and communicating your truth and speaking against anything false in your community and using the #BlackLivesMatter hashtag to build local power (Black Lives Matter, 2018a).

The term slacktivism means people do not believe that a social media status or share of an article can make a difference politically, with 71% of Americans agreeing (Anderson et al., 2018; Simon, 2018). Einwohner contradicts the statement, saying that people are taking action in social media on Twitter (https://twitter.com) and Facebook (https://www.facebook.com) and are marching, discussing issues with others, and calling their elected officials. What began as a hashtag, has morphed into the Black Lives Matter movement, creating policy recommendations and opposing police brutality (Simon, 2018).

Historical Movements

Social movements have been in progress since the 1800s. The farmer's movement in the late 1800s, organized for best practices for farming (Editors of Encyclopedia Britannica, 2007). Caesar Chavez fought for fair wages, on behalf of Mexican Americans, in the 1960s (Tavaana Staff, 2016). The Yippies and Chicago Seven protested the Vietnam war in the 1960s and 1970s (Gates, 1994; Public Broadcasting System, 2015).

Farmers movement. An early social movement was the farmers' movement that took place in the late 1800s. Oliver Hudson Kelley, who worked at the Department of Agriculture, was responsible for starting the farmer's movement, also known as the Granger movement. The "Granges" was a term used for the individual local organizations. In 1866, Kelley went to the southern states and was not pleased with the farming practices (Editors of Encyclopedia Britannica, 2007). Kelley developed a community of farmers to share best practices and socialize, named the Patrons of Husbandry, in 1867. The Granges began in one state, Minnesota, in which Kelley was from.

The Granges grew as large as 800,000 members across the nation by the mid-1870s. The movement was well received since it brought farmers together to combat corporations and

uphold the policy. In 1871, Illinois passed a bill in which the grain industry could only charge up to a certain maximum amount; Minnesota, Iowa, and Wisconsin followed suit (Editors of Encyclopedia Britannica, 2007). In the Munn v. Illinois case tried at the Supreme Court in 1877, the judge found the maximum rate law to be constitutional since it served the greater public.

  Caesar Chavez a Mexican American movement; wanted fair pay. In 1910, many Mexicans wanted to escape the Mexican Revolution, so they have decided to move up to the United States. With the increase of Mexicans in the United States, there was a need for more agriculture farmers; in turn, the government issued a visa work program specifically for Mexican people in 1920 (Tavaana Staff, 2016). Caesar Chavez's family settled in the Delano, California, known as a farm town in 1937 after the Great Depression. Chavez founded the National Farm Workers Association (NFWA) in 1962. Chavez yearned for respect for farm workers, did not want the farm workers to be treated like animals, and wanted to fight against the injustices of large farm systems.

  In 1965, there was another farming group called the Delano Agricultural Workers Organizing Committee (AWOC) whose workers went on strike against California grapes. The majority of workers for the AWOC were Filipino workers. AWOC wanted other farming cultures to get involved, like the Mexican and Mexican Americans, so they requested NFWA to join them. The objectives of the Delano strike were to increase workers' wages from around 90 cents, plus ten cents for each basket filled to $1.40 an hour plus 25 cents for each box of grapes picked.

  Once NFWA teamed up with AWOC for the strike, the workers sought allowance to form unions and negotiate their wages. In 1967, Chavez issued a boycott across the nation urging consumers not to buy California grapes, which in turn would pressure the growers to sign

contracts with their personnel. Chavez stood for dignity and non-violence in his quest for the betterment of the farming workers. In the past, there have been unsuccessful strikes, but Chavez worked to get the support from those who did not believe a strike would work.

Chavez was determined to figure out exactly what the workers desired from the strike. After thoroughly looking at a map of Delano, Chavez chose 86 towns to survey its workers. Chavez's team passed out questionnaires requesting workers name, address, wage, and worker benefits like Social Security or unemployment. Likely, most workers did not have employee benefits. Chavez's volunteers dispersed into neighborhoods to recruit potential supporters at their doorsteps. Chavez strongly believed in no violence, though the Delano growers did not abide.

As the strikers protested, Delano hired security guards with guns; they were physically abused and sprayed with pesticides, verbally assaulted, and intimidated by dogs. In turn, Chavez had his clergy volunteers walk around the protest's location at the farms. Police officers, who were also on the Delano growers side, watched strikers, recorded their names, and took their pictures, while the sheriff claimed that the strike disturbed the peace and attempted to force workers not to say huelga, which translates to strike in Spanish. When the strikers did not follow orders, they were arrested, and the television and radio stations were witnesses. Since the protesters did not violate the constitution, the sheriff's demands were deemed unconstitutional. Chavez was touring nationally at various colleges, presenting public speeches and told the students about the unconstitutional strikes, gaining their support and donations.

Chavez wanted to go further to promote a social movement. He created a mascot of a black Aztec eagle to signify dignity to these workers. The phrase for the movement was "Viva la causa!" which translated to "Long live the cause!" (Tavaana Staff, 2016, para. 13). In 1964, the

organization released a humorous newsletter targeted to gain more supporters. The newsletter was entitled *El Malcriado* translated to The Voice of the Farmworker, that included stories about the farmers oppressing the workers and included cartoons for those who were illiterate. These newsletters were sold to support the organization and provided in stores in primarily Spanish-speaking areas (Tavaana Staff, 2016).

The organization wanted to educate workers on their rights and recruit more workers, so they created a traveling theatre called El Teatro Campesino (The Farmworkers Theatre), performed by real farm workers. Then Chavez issued a boycott for two large growers in Delano: DiGiorgio Fruit Corporation and Schenley industries. Some of the strikers were wavering, so Chavez formed a protest march spanning between Delano and Sacramento about 300 miles. The protest supported the Catholic faith, as the strikers carried signs with Guadalupe and the march symbolized Jesus's last walk with the cross. The protest attracted more supporters and media outlets as they treaded up north. While on the way up, the lawyers from Schenley industries offered a contract to its workers raising the wage by 35 cents per hour and offering a hiring hall.

The other major grower's company, DiGiorgio Fruit Corporation still has not offered any contracts to its workers as seven months have passed. Again, the workers grew tiresome, so Chavez organized for the workers to encourage other workers to slow down while working. In addition, Chavez had strikers picket and had a pray-in across from the DiGiorgio farms. In response, DiGiorgio held union elections; however, they rigged the elections and did not allow strikers to vote.

In September 1966, California's elected governor offered a new election and Chavez, and his team gathered former Californians from other states, such as Texas, so that they could vote as well. Together, the NFWA and AWOC formed the United Farm Workers of America (UFWA).

Chavez developed a database system, where he tracked strikers who were in favor of the union, and the team drove these workers to the polls to vote. Due to the overwhelming number of strikers and farm workers that voted, they won.

Since some of the growers still did not offer contracts, at this point, Chavez continued to push to gain rights for the farm workers. This time, in 1967, he targeted the grocery stores, urging these stores to refrain from buying California grapes. Those who continued, their stores had strikers picketing and told the public not to shop in those stores. Activists traveled across the nation to spread the word, "Do not buy grapes" (Tavaana Staff, 2016, para. 21) and gave public speeches, sent out mailings to people, wrote into media outlets, and participated in debates.

In 1968, some supporters wanted to create violence for the cause. Chavez continued to believe in a peaceful approach and did a fast for nonviolence. His fast lasted 25 days and attracted religious members to the cause. Dr. Martin Luther King, Jr. sent support to Chavez in the form of a telegram, stating their struggles were the same. At the end of his fast, Chavez met with others including Senator Robert Kennedy. Kennedy also led Senate hearings on the strikes and personally picketed as well. Chavez was recognized as a national leader after he appeared on the cover of Time magazine in 1969. Chavez continued to tour the nation and presented public speeches promoting the boycott of the grapes.

Finally, in 1970 both small and larger growers signed three-year contracts with UFWOC for the farm workers; increased the wage to $1.80 an hour plus 20 cents per box picked, restricted use of pesticides, and offered health insurance. Supporters of the movement included: college students, the Congress of Racial Equality, the Student Nonviolent Coordinating Committee, and the Mexican-American Political Association among others. In 1975, The

California Agricultural Labor Relations Act is passed to allow farm workers union rights (Tavaana Staff, 2016).

Yippie movement and Chicago seven. The Yippies stands for the Youth International Party and was founded officially in 1968 by Abbie Hoffman and Jerry Rubin (Public Broadcasting System, 2015). The Yippies were known for theatrical large crowd demonstrations. Rubin and Hoffman also wanted to be famous, which may have contributed to their outrageous tactics and slogans (Gates, 1994). Slogans included: "Do it," "Walk on red lights," "Burn the flag," and "Blow up Howard Johnson's on the turnpike—the universal oppressor of everyone" (Gates, 1994, p. 2).

The Yippies did not protest in a typical way; they wanted to make a statement. The movement was short, though they became widely known. The Yippies were anti-war, regarding the Vietnam War. At a march at the Pentagon in 1967, the Yippies performed an exorcism and attempted to levitate the Pentagon, while Rubin urinated on the Pentagon (Gates, 1994; Public Broadcasting System, 2015). Rubin and the Yippies protested and attacked the stock market (Gates, 1994). Hoffman, along with other Yippies threw large-billed money onto the New York Stock Exchange. The stockbrokers stopped working, grabbed the money, and the exchange shut down on the floor.

The Chicago seven. The most well-known protest from the Yippies was located at the 1968 Democratic Convention in Chicago, Illinois. The Yippies wanted to disrupt the convention and protest the views against the Vietnam War. So, they organized the Youth Festival and hoped to draw 100,000 young adults (Cable News Network Time, 1997). Hoffman and Rubin teamed up with others from various organizations. The other protesters and leaders included John Froines and Lee Weiner, David Dellinger and Rennie Davis from the National Mobilization

Committee to End the War in Vietnam (MOBE), Tom Hayden, one of the founders of Students

for a Democratic Society (SDS), and Bobby Seale, a founder of the Black Panther Party (Bhutia,

& Murray, 2015).

The Yippies submitted a permit to protest; however, that permit was denied (Jaffe, 2008).

The amount of people increased from about 650 to 10,000 all within a week (Jaffe, 2008). The

Yippies and other protesters still proceeded. The police created a lie informing people that the

Yippies would poison the water with the drug, lysergic acid diethylamide (LSD). From August

25-29, the protests turned into riots (Bhutia, & Murray, 2015). The protestors chanted, the whole

world is watching (Davis, 2007, para. 4). A protester threw a beer can, and the police punched

and beat the protester with a baton, which was all shown on television. The Tribune called the

protest a police riot. Protesters wanted to stay the night sleeping in the streets; however, that

request was denied, and they also had an 11 pm curfew. The police responded with physical

violence moving people and throwing tear gas to remove the protesters from the streets. More

than 100 protesters were arrested including the eight leaders (Bhutia, & Murray, 2015)

The trial spanned over five months from late 1969 to early 1970. Supporters for the

defendants were turned into a public spectacle, as these loud protestors visited outside the courts

throughout the trials (Worthington, 2016). Originally, the trial was called the Chicago Eight.

Seale was tried alone, as he called the judge racist and a pig. In response, the judge gagged and

binded Seale before trials (Davis, 2008). Seale wanted to be represented by a specific lawyer,

Charles Garry; however, he was too sick to defend Seale (Ragsdale, 2008). The judge deemed a

mistrial and Seale was sentenced to four years in prison (Ragsdale, 2008). The remaining

leaders, referred to as the Chicago Seven, had their own trial. Froines and Weiner were accused

of having smoke bombs but were found not guilty. The remaining five, Hoffman, Rubin,

Dellinger, Davis, and Hayden were found guilty and sentenced to a fine of $5,000 and 5 years in prison for crossing state lines to start a riot (Bhutia, & Murray, 2015). An appeal, submitted in 1975, overturned the Chicago Seven's verdicts.

Black Social Movements and Protests

In response to the injustice of Blacks, slave rebellions emerged notably Nat Turner's in 1831 (Public Broadcasting System, 2016). Prior to the Civil Rights Act of 1964, the United States citizens only recognized the general statement of equal protection under the law, under the 14th amendment passed on July 9, 1868 (Library of Congress, 2018). For the American Black Nationalist movement, Marcus Garvey promoted separatism and encouraged Black financial and economic success in the early 1900s (Public Broadcasting System, 2000a; Van Leeuwen, 2000).

Nat Turner slave rebellion. In a rebellion, people are extremely intolerant of injustice and, in response, a form of violence may occur. In the 1800s, there were a couple of rebellions; some were discovered before it happened resulting in killings of those Black people. One notable rebellion was from slave Nat Turner in 1831 in Virginia. On August 22, Tuner and his men rampaged into Whites homes, killing families while they were sleeping (Public Broadcasting System, 2016). Turner and his men began with five and as they ventured on supporters joined to about 40, with some on horseback. In total, the rebels killed about 55 Whites, which was a large amount for a slave rebellion.

While the rebels were on their way to another house, Whites found out and captured some of the slaves. About 55 slaves were killed. Turner was in hiding but was found on October 30, and then tried in the Southampton County Court on November 5 and found guilty. Whites retaliated killing 200 unknowing Blacks; they were North Carolina Blacks, who had no relation to the rebellion, and were being tried and put to death. Tuner was executed, hung, and

skinned on November 11 (Public Broadcasting System, 2016). After the rebellion, Virginia

voted on abolishing slavery. However, the vote ended in favor of keeping slavery. Slavery was

abolished for free people in the United States in the 13th Amendment in 1865.

        American Black nationalist movement. Marcus Garvey also referred to as "Black

Moses," Jamaican born, led one of the largest African American movements in the United States

from 1919 to 1926 (Editors of Encyclopedia Britannica, 2012; Van Leeuwen, 2000). In 1914,

Garvey with assistance from his friends in Jamaica created an organization and called it the

Universal Negro Improvement Association (UNIA); UNIA did not gain major support in

Jamaica, so after the request of Booker T. Washington, Garvey moved to America (Editors of

Encyclopedia Britannica, 2012). Since Washington passed, Garvey was unable to meet with him

to discuss race relations.

        Garvey decided to observe race relations by traveling around the United States. In 1917,

Blacks migrated from the south to work in a factory for World War I efforts. Due to a fabricated

story of a Black killing a White man, the East St. Louis bloody race riot incurred in which the

Whites hunted and killed hundreds of Blacks with fires, drive-by shootings, and assaults,

resulting in $400,000 worth of damage with a couple of Whites dead (Public Broadcasting

System, 2000a, 2000b). About 6,000 Blacks fled the area and Garvey was asked to speak on the

riots (Public Broadcasting System, 2000b). In the summer, 26 riots erupted throughout the

nation and were later referred to as Red Summer. In addition, "Jim Crow" laws, named after the

plays in which characters, wore makeup known as blackface were enacted between 1880 and the

1960s to promote segregation particularly in interracial marriages, and businesses and

institutions like restaurants, restrooms, and schools (National Park Service, 2016b).

Garvey never envisioned integration and actually embraced separatism; he decided to focus on uplifting up the Black person. Garvey met with the Ku Klux Klan (KKK) and approved of the separatism message; subsequently, A. Philip Randolph (labor leader) and W.E.B. Du Bois (Cofounder of NAACP) highly criticized and disapproved of Garvey (Editors of Encyclopedia Britannica, 2012). Garvey promoted a "new negro." Garvey felt that Blacks should be succeeding economically, politically, and culturally and promoted a gospel religious message (Van Leeuwen, 2000).

UNIA grew quite rapidly expanding nationally and internationally; there were 700 branches in 37 states in America, with membership increasing from two million to as high as six million, though those numbers were never confirmed (Editors of Encyclopedia Britannica, 2012; Van Leeuwen, 2000). UNIA bought various businesses including restaurants and a boat line named Black Star Line and disseminated a newsletter every week entitled *Negro World*, to promote Blacks successes and pro-Black culture (Editors of Encyclopedia Britannica, 2012). Garvey aspired for Blacks to be emboldened to accept pride in their skin color and coined the message "Black is beautiful" (Public Broadcasting System, 2000b, para 1). Garvey led a conference and a march of 50,000 people in Harlem, New York (Editors of Encyclopedia Britannica, 2012). In 1922, Garvey was found guilty of mail fraud in relation to the Black Star Line and was sentenced to 5 years in prison (Public Broadcasting System, 2000b). President Calvin Coolidge excommunicated Garvey after he commuted the prison sentence to 2 years (Editors of Encyclopedia Britannica, 2012).

Stakeholders in the Civil Rights Movement

In the early 1900s, W.E.B. Du Bois opposed the notion of separatism and found the National Association for the Advancement of Colored People (NAACP), to promote civil rights

(Rudwick, 2007). Malcom X, protested for civil rights, giving speeches and promoting a violent course of action, in response to the abuse of Blacks (Mamiya, 2011; National Archives, 2016). Dr. Martin Luther King, Jr. promoted peaceful protests and was a key leader in assisting in passing the Civil Rights Act (King Center, 2018). The Civil Rights of 1964 is very distinct in its purpose by ending segregation in public places and banned employment "discrimination on the basis of race, color, religion, sex, and national origin" (National Park Service, 2016a, para. 1). President John F. Kennedy introduced the law, however, after his assassination, President Lyndon B. Johnson actually signed the act into law (United States Equal Employment Opportunity Commission, 2018). The Black Panther Party is a Black Liberation Movement group that sought justice for Blacks from police brutality (Duncan, 2014).

   W.E.B. Du Bois as part of the NAACP. W.E.B. Du Bois created the Niagara Movement in response to Booker T. Washington's notion of the treatment of Blacks in 1905 (Rudwick, 2007). Washington believed that Blacks should progress economically and work hard and accept the separatism and horrible treatment and earn the respect of the oppressors. Du Bois rejected Washington's idea and believed that Blacks should protest for their rights.

   Du Bois wrote a book titled *The Souls of Black Folk* that argued that Washington's theory would make Blacks even more oppressed, which deemed him an extremist and Washington a conservative (Ruddick, 2007). The Niagara Movement helped to back the formation of the National Association for the Advancement of Colored People (NAACP). In 1909, the NAACP was founded as one of the largest grassroots-based civil rights organization, with both White and Black founders (National Association for the Advancement of Colored People, 2016). Du Bois eventually left the NAACP, got fed up with America, and moved to Ghana, Africa.

Malcolm X. While in jail for a robbery, Malcolm joined the Nation of Islam, an organization that combined Black Nationalism with the religious teachings of Islam (Mamiya, 2011). Malcolm X was well known for his public speaking demonstrations in the Civil Rights movement between 1955 and 1965 (Mamiya, 2011; National Archives, 2016). Malcolm X critiqued the focus of voting and peaceful protests of Martin Luther Kings, Jr. and other traditional protests. Malcolm X's view on the injustice of Blacks, were to have the Black people defend themselves in any way possible, promoting a more violent means of action. Malcolm X is also responsible for changing the terms to describe Blacks: "negro" and "colored" to "Black" and "Afro-American" (Mamiya, 2011, para. 7).

Malcolm X caught the attention of the Federal Bureau of Investigation (FBI; National Archives, 2016). Malcolm X promoted Black autonomy, identity, and self-respect as he extensively demonstrated in various locations including the streets in Harlem, New York, the University of Oxford, Harvard University, and his last speech ending in his demise at Audubon Ballroom in Harlem (Mamiya, 2011; National Archives, 2016).

Dr. Martin Luther King, Jr. Dr. Martin Luther King Jr. was the leader of the United States Civil Rights movement during the period of December 1955 to April 1968 (King Center, 2018). Unlike some of his colleagues and corresponding activist groups, Dr. King was a staunch advocate of faith-based nonviolent protests. Among his most well-known and powerful communication included "I Have a Dream" speech and "Letter from Birmingham Jail." His teachings inspired many people around the world to adopt his lesson and way of life. In 1955, Dr. King was the leader of the Montgomery Bus Boycott, when Rosa Parks sat in the front of the bus and did not give up her seat to a White customer and was subsequently, arrested. In 1957, Dr. King became the President of the Southern Christian Leadership Conference, an organization

that led the Civil Rights movement. He protested against racism in Birmingham, Alabama in 1963. He was named Time's person of the year in 1963, won the Nobel Peace prize in 1964, and his peaceful protests and marches, was integral in passing the Civil Rights Act in 1964 to end legalized segregation. Dr. King died in 1968, after being shot on a motel balcony in Memphis, Tennessee (King Center, 2018).

Civil Rights Act of 1964. On June 11, 1963, when President John F. Kennedy introduced and televised the Civil Rights bill to the United States, he urged nonviolent actions from the protestors to keep the supporters of the bill. The Civil Rights Act was passed to end segregation and faulty employment practices. "The Act outlawed discrimination on the basis of race, color, religion, sex, or national origin, required equal access to public places and employment, and enforced desegregation of schools and the right to vote" (National Park Service, 2016a, para. 1). Though Kennedy was assassinated in November 1963, President Lyndon B. Johnson and Dr. Martin Luther King, Jr. continued to pressure and push the bill forward.   On July 2, 1964, Johnson signed the bill into law, with civil rights activists present and also included King, John Lewis, Dorothy Height, and Roy Wilkins (National Park Service, 2016a).

Black liberation movement: Black Panther Party. Huey Newton and Bobby Seale founded the Black Panther Party in 1966 (Duncan, 2014). The Black Panther's aim was to protect Black residents from police brutality. To fight back against the injustice, the Black Panthers, were to use force and violence, when needed. Although the Civil Rights Act was passed, Blacks continued to undergo social and economic inequality. The party worked together with White supporters. The FBI considered the Black Panther Party a threat to national security.

Seale and a group protested in 1967, with guns, at the California State legislature in

Sacramento to exclaim that Blacks have the right to bear arms and protect themselves against

police brutality. The party became international after the California protest and founder

Newton's arrest after a shootout with law enforcement, circulated. Angela Davis was not a

member, though she associated with the party. Davis taught as a lecturer at the University of

California, Los Angeles. California governor, Ronald Reagan worked to dissolve Davis's

contract renewal with the university. Davis was captured after eight weeks after her registered

gun was used in a hostage takeover that killed four people. In the end, Davis was acquitted of

the criminal charges (Duncan, 2014). By 1982, the Black Panther Party was no longer active

(Editors of Encyclopedia Britannica, 2018).

Vigilante and Officer Involved Shootings

The following outlines the unjust killing and harming of Black victims that range from

vigilante, people with no authority, to law enforcing officers. The victims outlined below

include: Trayvon Martin, Jordan Davis, Rodney King, Malice Wayne Green, Abner Louima,

Amadou Diallo, victims of the Danziger Bridge shootings, Sean Bell, Joseph Guzman, Trent

Benefield, Oscar Grant, Dontre Hamilton, John Crawford III, Michael Brown, Sandra Bland,

Eric Garner, Tamir Rice, Freddie Gray, and Alton Sterling.

Vigilante shootings. The murder of Trayvon Martin (17 years old) transpired on

February 26, 2012, in Sanford, Florida (Botelho, 2012). Martin resided with his mother Sybrina

Fulton in Miami, Florida, but was visiting his father, Tracey Martin in Sanford (Cable News

Network Library, 2016a). Martin went to the local 7-11 convenient store to get snacks (Skittles

and an Arizona Iced Tea), and when he did not return home, his father submitted a missing

person report the next day (Botelho, 2012). That same day, his father identified Martin's body via photograph from the police (Cable News Network Library, 2016a).

In the incident, George Zimmerman a Hispanic male and local neighborhood watch volunteer identified Martin walking in the neighborhood and viewed him as a threat. Zimmerman called 911 and continued to follow Martin, even after the 911 dispatcher instructed Zimmerman not to. In one of the 911 recordings, there was a yell of help and then a gunshot (Cable News Network Library, 2016a). Due to Zimmerman's self-defense stance, Stanford police did not feel the need to arrest Zimmerman immediately. Reverend Al Sharpton, a civil rights activist, demanded Zimmerman's arrest and protested in a rally in Sanford, Florida. Zimmerman claimed Martin attacked him, and due to that alleged attack, Zimmerman shot Martin asserting Florida's Stand Your Ground law.

Later, Zimmerman changed his trial focus from Stand your Ground to a self-defense trial. The Stand Your Ground law is when a person can defend himself or herself, by not retreating, in a possibly dangerous situation (Richinick, 2014). The jury had to select second-degree murder, manslaughter, or a not guilty verdict. The six jurors, which comprised of White women and one minority, deliberated for 16 ½ hours and eventually delivered a not guilty verdict on July 13, 2013 (Botelho & Yan, 2013).   Throughout the nation, people protested and rallied for the slain teen. President Obama stated that the nation needed soul-searching in regard to the Martin tragedy (Cable News Network Library, 2016a). The Twitter (https://twitter.com) world erupted after the verdict was released. The Black Lives Matter movement was created after Zimmerman's not guilty verdict.

On November 23, 2012, Jordan Davis (17 years old) was killed by Michael Dunn, a White male, in Jacksonville, Florida (Botelho, Almasy, & Hostin, 2014). Dunn claimed self-

defense after an altercation with Davis and his three other friends over loud music, also referred

to as rap crap. Dunn claims to have seen a gun pointed at him, which is the reason why he shot

10 bullets to the Dodge Durango, with three bullets claiming Davis fatally (Botelho et al., 2014).

Police searched the vehicle, and there was no weapon found. For crimes involving a gun,

Florida has a 10-20-Life law for minimum sentencing (Whitaker, 2014). There was a mistrial for

first-degree murder for Davis, in which Dunn was not sentenced.

In Dunn's retrial, he was sentenced to life, 30 years for three counts of attempted murder

for Davis's friends in the vehicle and an additional 15 years for shooting inside a vehicle with

people in it (Richinick, 2014). Since the Trayvon Martin killing happened so close in time with

Jordan Davis's, some feared that the outcome would result in another not guilty verdict. With

the familiarity of the non-Black vigilante killing of yet another Black person, crimes against

Black people continued to be morally debated around the nation. Is it the Black person's fault?

Or was the non-Black person doing his civic duty as a citizen? The answer to both questions is

no.

Officer-involved incidents. There is a plea for reform within the justice system and the

use of excessive force by police officers. One of the earliest news coverage of excessive police

brutality and racial tensions was in 1991 with Rodney King (26 years old) in Los Angeles,

California. King was speeding in Los Angeles and led the Los Angeles Police Department

(LAPD) on high-speed car chase (Cable News Network Library, 2016b). When finally caught,

King was beaten with a baton by police officers with over 20 police officers present to witness

the action. George Holliday, a civilian, videotaped a portion of the incident exposing the world

to extreme police brutality. The footage was aired on national television. Police officers hit

King more than 50 times and he endured 11 fractures with one of his eyes was swollen shut. The

Los Angeles (LA) grand jury did not convict seventeen of the officers who were at the scene, but did indict Sergeant Stacey Koon and Police Officers, Theodore Briseno, Laurence Michael Powell, and Timothy Wind, all White, for assaulting King. The LA all White grand jury found them not guilty for beating King. Powell had a mistrial since one of the jury members could not convict Powell of excessive force (Cable News Network Wire Staff, 2012).

The governor requested National Guard and declared a state of emergency. Subsequently, riots broke out across the South Central LA, claiming more than 50 deaths and one billion dollars in property damages (Cable News Network Library, 2016b). On the 3rd day of the riot, King asked the city to please get along. The federal jury, with 2 Black members, indicted the 4 law enforcement personnel on violating civil rights. King asked for $56 million, with $1 million for every whip he endured. Two personnel were served a guilty verdict, Koon and Powell, while the other two officers were found not guilty. King was awarded $3.8 million in damages. The King incident sparked a debate and special look into police relations and the racial profiling of Blacks. Reverend Al Sharpton stated, "Rodney King was a symbol of civil rights, and he represented the anti-police brutality and anti-racial profiling movement of our time. It was his beating that made America focus on the presence of profiling and police misconduct" (Cable News Network Wire Staff, 2012, para. 8).

In Detroit, 1992, Malice Wayne Green (35 years old) parked outside a known drug location and was attacked by 2 White police, claiming that he was reaching for their weapons (Cable News Network Library, 2016b). Green, unarmed, was struck in the head with flashlights and died from head injuries, with alcohol and drugs in his system. The officers, Larry Nevers, and Walter Budzyn were found guilty of second-degree murder and served various sentences in prison. Nevers had a retrial and was found guilty of involuntary manslaughter. After Nevers

release from prison in 2001, he published a book entitled, *Good Cops, Bad Verdict: How Racial Politics Convicted Us of Murder* in 2006 (Cable News Network Library, 2016b, para. 18).

Officers Justin Volpe and Charles Schwarz arrested Abner Louima (33 years old), a Haitian immigrant who lived in New York, for interfering with a club fight. Volpe sodomized Louima, while Schwarz held him down in a Brooklyn precinct bathroom (Parascandola, Burke, & McShane, 2012). Volpe pleaded guilty and was served 30 years, and Schwarz was to serve 15 ½ years in prison (Cable News Network Library, 2016b). The City of New York awarded Louima $8.75 million as restitution. There were many protesters on Louima's behalf, with many Haitian attendees, vocalizing the phrase "no justice no peace" and calling the police force racist and fascist (Cable News Network Library, 2016b, para. 21).

Amadou Diallo (22 years old) was sprayed with 19 out of 41 bullets, when all White officers Kenneth Boss, Sean Carroll, Edward McMellon, and Richard Murphy, thought he pulled out a gun on February 4, 1999 (Hinojosa & Arce, 2001). Protests ensued almost every day after the shooting, and on the day of the largest gathering, an upwards of 200 people were arrested on March 24 (Hinojosa & Arce, 2001). In actuality, no gun was found on Diallo, as it was his wallet. The officers were found not guilty for second-degree murder in New York by the Bronx grand jury, and the United States Department of Justice did not indict the officers on federal charges. The family of Diallo was awarded $3 million dollars from the settlement.

Known as The Danziger Bridge shootings, seven people were shot by police in 2005 in New Orleans, Louisiana. Officers falsely claimed that they were being shot at first, so defended themselves by shooting back. Two people, Ronald Madison (40 years old) and James Brisette (17 or 19 years old), passed, and the Barthomew family (four people) and Lance Madison were shot (Cable News Network Library, 2016b). Police Sergeants Kenneth Bowen and Robert

Gisevius and police officers Robert Faulcon and Anthony Villavaso were found guilty of shooting unarmed people and were sentenced to prison for the following years respectively, 40, 40, 65, and 35. In a retrial, the sentences were far lower between three and 12 years.

In 2006, unarmed groom-to-be Sean Bell (23 years old), was killed while his two friends, Joseph Guzman and Trent Benefield injured after leaving a Queens, New York bar the night before his wedding (Cable News Network Library, 2016b; Flegenheimer & Baker, 2012). There were 50 bullets sprayed on the victims. Reverend Sharpton led a "Shopping for Justice" rally in Manhattan (Cable News Network Library, 2016b). Detective Gescard F. Isnora initiated the shooting, and the other officers, Detective Marc Cooper, and Detective Michael Oliver followed his lead. Isnora, testified, that he overheard the Bell and friends plotting a drive-by shooting (Flegenheimer & Baker, 2012). Only three of the five officers on scene were charged. Isnora and Cooper were charged for manslaughter and Oliver for reckless endangerment in 2007. Isnora was fired, and unable to earn pension. Lieutenant Gary Napoli (who did not shoot), Cooper, and Oliver were forced to resign and will receive their pensions (Flegenheimer & Baker, 2012). Isnora, Cooper, and Oliver were exonerated from all charges, in 2008. In 2010, the Department of Justice stated they would not charge the officers federal charges for civil rights. Over $7 million was awarded to the families of the victims from the state of New York (Cable News Network Library, 2016b).

Oscar Grant (22 years old) was killed in the Oakland, California BART station (San Francisco Bay Area Rapid Transit) by its hired officer Johannes Mehserle, in 2009 (Kambon, 2015). Grant was on the ground, face-down, and did not possess a gun, when he was shot from behind, while another officer looked down on Grant. Mehserle claimed he was reaching for his taser, but instead took hold of the gun (Sheridan, 2011). Oakland protests showed demonstrators

who assaulted police, destroyed brick and mortar businesses, and laid on their stomachs in tribute to Grant; 105 people were arrested (Cable News Network Library, 2016b). Video recordings from onlookers captured the entire incident. In 2010, Mehserle was charged with involuntary manslaughter, a lessened charge from second-degree murder, and was sentenced to 2 years in prison (Brumfield, 2014). Violent protests erupted after the trial in response to the lessoned charge, as rocks and bottles were thrown and fences were torn down, and 150 protesters were arrested (Brumfield, 2014; Sheridan, 2011). With the good points program, Mehserle served only 11 months of his 2-year sentence. The family settled out of court for $175,000 from BART and BART included new reform from the National Organization of Black Law Enforcement (Brumfield, 2014).

Incidents that Black Lives Matter (BLM) held protests for. In 2014, Dontre Hamilton (31 years old) was shot 14 times while sitting on a park bench, in Wisconsin. After receiving a complaint of a man sleeping, Officer Christopher Manney began to frisk Hamilton; a struggle ensued as Hamilton hit the officer with the baton. Subsequently, Manney responded by fatally shooting Hamilton (Associated Press, 2014). The victim had a history of mental illness, specifically schizophrenia. Manney claimed self-defense and was not charged by Milwaukee's District Attorney, or later by the United States Department of Justice. The lack of response from the state and federal agencies resulted in protest from activists and the community. However, after a full investigation Police Chief Edward Flynn, cited failure to follow departmental policy for mentally ill individuals, fired Manney from his duties. The police union was critical of the termination; but it prompted more training for officers when faced with mentally ill citizens (Associated Press, 2014). Khalif Rainey, one of Milwaukee's own alderman, declared Wisconsin the worst state for Blacks to live (Yan, 2016). Previous cases include the fair housing

riots in 1967, where the city council denied a law supporting fair housing, only to pass a favorable housing ordinance 1 month later. In 2010 and 2011, two African American males, James Perry and Derrick Williams died while in police custody. Both incidences sparked protests and riots; but none of the officers were reprimanded or fired. Another instance in 2011, was the beating of Jeanine Tracy in a squad car; under public and media pressure the officer Richard Schoen was eventually fired (Yan, 2016).

In August 2014, Dayton, Ohio officers responded to a call that reported an armed man walking around a Wal-Mart store with allegedly a loaded gun pointing at shoppers. John Crawford III (22 years old) was walking in the store with an unloaded pellet gun. He was visibly talking on his cell phone and was unaware of the police approaching him or any requests to drop the gun. As the police approached, Officer Sean Williams fired multiple shots, and Crawford later died from the injuries (Izadi, 2014). At the time, Governor John Kasich supported the review by the United States Department of Justice (USDOJ) and the Federal Bureau of Investigation. Subsequently, in 2017, the United States Attorney Benjamin Glassman, with the USDOJ, reviewed the surveillance footage from Wal-Mart and the FBI laboratory evidence and concluded that there simply was not enough evidence to prosecute the officers involved in the shooting. Glassman stated that the USDOJ would have to challenge Williams' "fear of death or serious bodily injury", and that the evidence resented could not satisfy those burdens (Associated Press, 2017, p.1). The family filed a civil suit against Beavercreek police and Wal-Mart.

The shooting of Michael Brown (18 years old) in 2014 in Ferguson, Missouri, created an immediate and forceful protest from various activists across the United States (Buchanan, Fessenden, Lai, Park, Parlapiano, Tse, Wallace, Watkins, & Youris, 2015). Michael Brown was exiting the convenience store, Ferguson Market and Liquor where, he allegedly shoplifted some

tobacco products. Officer Darren Wilson responded alone to the call reporting a theft at the store and detains Michael Brown and his friend (Buchanan et al., 2015). Wilson shot and killed Brown. There were varying accounts of the altercation between the officer and the teenager.

In July 2015, Sandra Bland (28 years old) was stopped by State Trooper Brian Encinia in Walter County, Texas, for failing to use a turn signal (Hassan, Yan, & Blau, 2016). The traffic stop seemed routine but gradually grew into a volatile and tense traffic stop. Video footage showed the officer battered and bruised Bland, while Encinia simultaneously yelled for her to get out of the car and threatened to shoot her (Bult, 2016).

The Trooper asked her to extinguish her cigarette; however, upon the refusal of this request and refusing to exit her car, she was subsequently arrested and charged with assault on a public servant (Sanchez, 2015). The state of Texas does not have state taxes, so one of the main sources of revenue derives from fines via these traffic stops (Nathan, 2016). Bland was found dead in the Walter County jail cell in Texas, after 3 days. Her death was controversial because it was determined by the coroner to be a suicide; but Sandra's family vehemently denied these charges (Sanchez, 2015). Although Sandra had misdemeanor charges and short jail stints, she was a college graduate of Prairie View A&M in Texas and was excited about starting a new job at the university (Sanchez, 2015).

As a result of his actions, Encinia was terminated from the police department; a decision that was later affirmed by the Texas Department of Public Safety. This decision was not a result of Bland's death; the jury determined that Encinia committed perjury (Burnside & Berlinger, 2016). Two years later, Bland's family was awarded a $1.9 million dollar settlement as a result of a wrongful death lawsuit (Hassan & Yan, 2016). The verdict also included changes in the jail including cell check sensors, emergency medical staff, and education for the staff (Hassan &

Yan, 2016). A judge dismissed the misdemeanor perjury felony charge, stating Encinia can

never work in law enforcement and cannot expunge the charge and if he violates the agreement,

the case can be reopened (Knodel, 2017).

Accused of selling loose individual cigarettes, Eric Garner (43 years old) was killed by an

illegal chokehold that New York Police Department (NYPD) Officer Daniel Pantaleo personally

enforced in 2014 (Cable News Network Library, 2016b). When the police were trying to arrest

Garner, Garner told the police not to touch him, and he had his hands up (Bloom & Iman, 2014).

Garner's friend taped the deadly encounter, in which, 350-pound Garner was pulled to the

ground, rolled onto his stomach, and chocked, while he repeatedly said the phrase "I can't

breathe" (Apuzzo, 2018; Botelho, 2014; Bloom & Iman, 2014; Gross, 2017). Reverend

Sharpton, led protests upwards to thousands of people in Manhattan with Garner's family and

requested a full investigation. The protest spanned for 2 hours from New Brighton Church to the

location where Garner was chocked (Bloom & Iman, 2014). As described by New York

photographer, Joel Graham, this protest was peaceful and reflected how much the community

loved and missed Garner (Bloom & Iman, 2014). A homicide was the ruling for Garner's death

(Botelho, 2014). The coroner's office cited the chokehold (compressions of the neck), among

other primary factors, included compressions of the chest and restraints used by police and other

influences included asthma, obesity, and cardiovascular disease (Botelho, 2014). Pantaleo was

put on desk duty and was not indicted by the grand jury, as jurors determined the officers'

actions were not criminally negligent (Botelho, 2014). Pantaleo feared that he would be pushed

back into a window and claimed that he attempted to use a seatbelt maneuver, in which one arm

is wrapped underneath the other person's arm, with the officer's remaining arm should be around

the torso (Apuzzo, 2018). Advocates for police officers, state that because Garner resisted arrest,

he would have been physically touched, regardless (Botelho, 2014). However, Garner's family,

protestors, and Garner family lawyer Jonathan Moore stated excessive force used by police.

There are issues with the chokehold, verifying the reasons that the chokehold is not used by

police departments; however, there is no law against it. Lawrence Kobilinsky, a forensic

scientist, states that there are other options police can do that do not require the chokehold

(Botelho, 2014). The throat is too delicate, and officers often do not accurately apply pressure.

The family was awarded $5.9 million from the state of New York (Cable News Network Library,

2016b). The United States Department of Justice has a civil rights investigation, with

deliberations that have spanned over months, against Pantaleo, headed by Attorney General Eric

Holden (Apuzzo, 2018; Botelho, 2014). While Holden believes the evidence can lead to an

indictment, the federal prosecutors are not certain that they can win the trial (Apuzzo, 2018).

Apuzzo (2018) states the issue is that "it is rare for civil rights prosecutors to recommend

criminal charges against officers in excessive force cases" (p. 1). Police officers know of this

information before they make any arrests. The NYPD was waiting for the federal investigation

to end before implementing any action. Finally, on August 19, 2019, about 5 years after

Garner's death Pantaleo was fired from the NYPD (Miller, 2019). Garner's family still seeks

justice, since there were no criminal charges against Pantaleo (Miller, 2019). On their Instagram

(https://www.instagram.com) page in 2019, Black Lives Matter stated:

> We agree with @NYPDONeill's decision to #FirePantaleo in the wake of Eric Garner's
> murder and hope this will discourage other officers from choosing to use illegal choke-
> holds on unarmed Black people. We understand this is only a partial victory for the
> Garner family, who has not yet seen the officer held criminally accountable. We will
> continue to support them and fight for the day Black people are valued and deserving of
> protection and service instead of fear and criminalization, even in death (Black Lives
> Matter, 2019a).

On November 22, 2014, Tamir Rice (12 years old) was playing with a toy gun outside a Cleveland recreation center (Fantz, Almasy, & Shoichet, 2015). The 911 call, from a man who witnessed the child, specifically reported that the weapon was likely not real. Two officers mistook him for an adult, simply because he was 5 foot 7 and 170 pounds. The officers hastily shot him, from the vehicle, without asking one question. They never faced criminal charges for killing Rice (Fantz et al., 2015). However, the officers were eventually fired for procedural issues, failing to report arrival and lying on the employment application (Fortin & Bromwich, 2017). These officers were never punished for Rice's death. Samaria Rice, Tamir's mother, considered the firing, as an action done too late (Fortin & Bromwich, 2017).

Freddie Gray (25 years old) from Baltimore, Maryland had a rough upbringing marked by severe financial hardship (Karimi, Berryman, & Ford, 2016). As a child, lead paint adversely affected the health and educational opportunities for him and his siblings. On April 19, 2015, police claimed he was attempting to escape arrest; eventually suffering a life-ending spinal injury while riding in a police vehicle (Karimi et al., 2016). There were no federal charges, from the United States Department of Justice (USDOJ), for any of the officers involved in this case. This decision was in spite of a USDOJ determination that the city of Baltimore consistently violated African American civil rights via excessive force, unwarranted traffic stops, and searches (United States Department of Justice, 2016).

Alton Sterling (37 years old) was referred to as the CD Man in his hometown of Baton Rouge, Louisiana. On July 5, 2016, the father of five, struggled with two officers, Blane Salamoni and Howie Lake II, and eventually was shot and killed in front of the neighborhood convenience store (Fausset, Pérez-Peña, & Robertson, 2016). He was a father of five with a history of minor criminal offenses. The revelation of criminal histories has been heavily

criticized as the media can portray victims, either positive or negative, according to their race or ethnicity (Berlinger, Valencia, & Almasy, 2016).

The video was troubling, as it showed chaos and cursing with the officers straddling the victim. Sterling was thrown on a car and pushed to the ground, all while having a gun pointed directly at him (Fausset et al., 2016). It was unclear if there was a gun at the scene. Footage of the shooting was widely distributed and drew sharp criticism. The next day; the United States Department of Justice, with the support of local Baton Rouge authorities, reviewed the case as a possible violation of civil rights (Berlinger et al., 2016). In May of 2017, the "federal investigators found insufficient evidence" for the violation of civil rights (Levenson, 2019, para. 20).

Three years after Sterling was killed, Murphy Paul, Police Chief of Baton Rouge, apologized to the Sterling family and stated that Officer Salamoni should "have never been hired" (Helm, 2019, para. 1). In March 2018, there were no criminal charges filed against Salamoni by the state and he was fired (Levenson, 2019). In August 2019, though Salamoni appealed being fired from his job, he can never work for the department again and he will not receive compensation. Mayor Sharon Weston Broome stated:

> First, let me say I stand behind our officers, men and women who put their lives on the line every day to serve and protect our citizens. However, our department no longer has room for individuals who can't live up to its high standards or have shown a pattern of unprofessional behavior (Levenson, 2019, para. 7).

On July 6, 2016, Philando Castile (32 years old) was shot in the passenger seat of a vehicle in his hometown of Minnesota (McShane, 2016). The major distinction, in this case, was that his girlfriend, Diamond Brooks, actually live-streamed the shooting on Facebook (https://www.facebook.com; Ellis & Kirkos, 2017). The officer in the case Jeronimo Yanez admitted that Castile stated that he had a gun and a permit to legally carry the weapon. He

initially claimed that he stopped the vehicle because the passenger's resembled individuals who recently committed a robbery. The officer assumed he was reaching for the gun in his pocket, panicked, and fired his gun seven times into the car. As Castile stated, he was not reaching for the gun before he died (Ellis & Kirkos, 2017).

This was not the first traffic stop for Castile; he had been stopped by police over 50 times for a period over 14 years; with minor misdemeanor offenses such as driving without a seatbelt or no proof of insurance. Most of the charges were not prosecuted in court. The death of the longtime school cook devastated his family and the community, resulting in local and nationwide protests (McShane, 2016). Over a year later, Officer Yanez was brought to trial, very rare in Minneapolis, for a cop to face criminal charges second-degree manslaughter and discharging a firearm. Yanez was acquitted of all charges, as the prosecutor John Choi expressed deep disappointment in the outcome (McShane, 2016).

President Barack Obama commented on the Alton Sterling and Philando Castile shootings on his official Facebook (https://www.facebook.com) page. President Obama began the post with his heart going out to the families and communities, recognized that there is racial disparity and a lack of trust in the criminal justice system, highlighted his 2014 Task Force on 21st Century Policing that provided detailed recommendations on improving police actions from cops, leaders in our communities, and activists, and called for the nation to come together with vigils and protests that are peaceful (President of the United States 44, 2016).

Social Justice

Social justice is at the heart of most social movements. People get involved due to the injustice they see. "These shootings triggered mass protests nationwide and brought America's White supremacy under the world scrutiny" (Kabengera & Neu, 2016, para. 3). These Black

killing cases have been a topic of debate on whether the murders have been racially charged or just happened as an individual circumstance. Social justice is how a person, or group of people have less advantages compared to others in society (Miller, 1999). Activists seek justice. This is why the Black Lives Matter movement has become an important part of the discussion in what do we know and should be more prominent in how we study the movement in social media.

Black Lives Matter (BLM) Network

The moniker was credited to activists Alicia Garza, Patrisse Cullors, and Opal Tometi in response to the killing of young teenager Trayvon Martin in 2013 (Bossie & Spies, 2015). The trio was so infuriated by the tragedy that they wrote a passionate plea on their website in order to initiate a nationwide call to action (Lebron, 2017). The founders were inspired from the protests by POWER U and Dream Defenders, in which they were at the Florida State Capitol for 31 days (Matthews & Noor, 2017). The mission of the organization is to build local power and to intervene in the violence of Blacks by law enforcers and vigilantes. #BlackLivesMatter signifies an idea that inspires, mobilizes, and notifies the actions and programs of the local, national, and international branches of the movement.

What began simply as a hashtag, has ultimately morphed into a global network. The movement gained serious momentum when Michael Brown was killed by Police Officer Darren Wilson, in Ferguson, Missouri; and, Cullors and Darnell Moore set-up a BLM Ride, that took them 15 days to organize. The BLM was a freedom ride supporting the people of Ferguson and St. Louis that was in response to the militarism backlash from Missouri formed from protests. It was televised, that protestors were being brutalized by law enforcement with pepper spray and tear gas, and the media had negative newscasts. The BLM freedom ride gathered over 600

protestors (Matthews & Noor, 2017). Most importantly, people were so inspired, that 18 people

went home to their varied cities to start BLM chapters.

Subsequently, it seems that the chapters are formed after a Black person unjustly perished

in a community, upon approval from BLM global network. Currently, there are 22 chapters:

> BLM Minneapolis (Minneapolis, MN), BLM Denver (Denver, CO), BLM Birmingham
> (Birmingham, AL), BLM Toronto (Toronto, ON), BLM Long Beach (Long Beach, CA),
> BLM Chicago (Chicago, IL), BLM Knoxville (Knoxville, TN), BLM Sacramento
> (Sacramento, CA), BLM DC (D.C., DC), BLM New Jersey (Rutgers, NJ), BLM
> Vancouver (Vancouver, WA), BLM Los Angeles (Los Angeles, CA), BLM Champaign-
> Urbana (Champaign-Urbana, IL), BLM Lansing (Lansing, MI), BLM Gary Indiana
> (Gary, IN), BLM Upstate NY (Upstate, NY), BLM Hudson Valley (Hudson Valley, NY),
> BLM Rutgers (New Brunswick, Piscataway Township, NJ), BLM Memphis (Memphis,
> TN), BLM Boston (Boston, MA), BLM Bay Area (Bay Area, CA), and BLM Philly
> (Philadelphia, PA; Black Lives Matter, 2018b, p. 1).

BLM has even had protests internationally, including France, Ireland, Berlin, Amsterdam, and

London (Bowen, 2016; Fadel, 2016). BLM aims to protect and support Black people,

queer/trans/gender fluid, people with disabilities, undocumented people, people with records, and

women (Black Lives Matter, 2018b). In 2015, some members met with Hillary Clinton to

discuss the Black Lives Matter movement (Miller, 2015). Though the members discussed the

violence and racism against Blacks, a criticism of the movement is that no one knew exactly

what Black Lives Matter wanted. When Clinton asked the members what they wanted her to do

about it, a member became defensive, stating that they cannot stop the violence or change

White's hearts to empathize with the movement. Clinton responded that what is needed is

changed laws and the allocation of resources (Miller, 2015). In 2015, Clinton acknowledged

Black Lives Matter on her Facebook (https://www.facebook.com) page, and also stated that there

were disparities between race and justice (Bossie & Spies, 2015). The founders of BLM have

created the Movement for Black Lives in 2016, to advocate and lobby for Black rights on the

local, state, and national level.

The Movement for Black Lives

The Movement for Black Lives, began in 2016, to collectively represent Blacks with a common agenda and vision (Movement for Black Lives, 2016). Members include Black Lives Matter Network, among over 50 other activist organizations. The priority is to work together to end the war on Black people by ending mistreatment and unreasonable punishment of Black youths. Nationwide; Black children are placed in remedial classes, punished at a higher rate and more severely than their counterparts, and suspended more often. The United States Department of Education reports that even though Black children represent only 17% of the youth population; they are arrested at a rate of 31%. To combat this inequity, local action is needed by examining the local school district policies in order to ensure fair and equitable treatment in cases of educational attainment and punishment. At the state level, citizens can lobby for unreasonable and unfair disciplinary procedures. At the national level, citizens may review and support laws from several federal agencies including the Office of Civil Rights, Department of Education, and the Department of Justice. The Movement for Black Lives (2016) focuses on six demands: "the end of the war on Black people, reparations, invest-divest, economic justice, community control, and political power" (para. 8).

Social Media Framework

Social media gives users a platform to disseminate information. Users can communicate directly and in real time with other users (Economic and Social Research Council, 2018). Users can give advice and take in criticism. Users can create ideas, share information, continue discussions, and reach all types of audiences. It is important to keep up with an active page on social media, as it shows that you as the user is engaged and other users may take interest in your information. Types of social media include Facebook (https://www.facebook.com), Twitter

(https://twitter.com), Instagram (https://www.instagram.com), *Flickr* (https://www.flickr.com), Snapchat (https://www.snapchat.com), *Pinterest* (https://www.pinterest.com), *Tumblr* (https://www.tumblr.com), YouTube (https://www.youtube.com), and *Google Plus* (https://plus.google.com). Facebook (https://www.facebook.com) is a photo and video share platform with friends. There is also, Facebook (https://www.facebook.com) Watch, a television show/video experience for users. Twitter (https://twitter.com) is a text-based platform of 140-characters that allows the user to attach websites and other resources (Economic and Social Research Council, 2018). Instagram (https://www.instagram.com) is a video and picture platform with text and hashtags. Flickr (https://www.flickr.com) is a photo application, similar to Instagram (https://www.instagram.com). Tumblr (https://www.tumblr.com) is for blog and short stories. YouTube (https://www.youtube.com) has video variety. Google Plus (https://plus.google.com)is real-life sharing through the web.

Social media has been used by Americans to obtain news and political information (Anderson & Hitlin, 2016). People have also shared interests for various issues and aim to create a call to action, encourage other people to participate in a movement and to share and disseminate information. People have often used social media websites like Twitter (https://twitter.com) and Facebook (https://www.facebook.com) to bring national attention to under publicized social issues, using hashtags. In about a three-month conducted national survey in 2016, the Pew Researcher found that out of 3,769 American adults, 62% of Whites, 63% of Blacks, and 63% of Hispanics are social media users. Black social media users are more likely to see race posts at 68%, compared to the 35% that Whites view. Pew researchers conducted a national study in 2016 and found that 64% of adults use social media, with a race breakdown of 62% Whites, 63% Blacks, and 63% Hispanics (Anderson & Hitlin, 2016).

In 2018, there was widespread use of various social media from Young Americans, ages 18-24 (Smith & Anderson, 2018). Social media is a very important tool in getting elected officials to be aware of issues as stated by 69% of United States adults (Anderson et al., 2018). United States adults (67%) say social media creates continued social movements for social change (Anderson et al., 2018). There are 70% of Americans that have at least one social media account (Statista, 2018).

Social Media in Other Social Movements

Two aspects remained the same between historical movements and current movements: someone started with an idea, and someone wanted to fight injustice. For historical or traditional movements, an organization of a protest was led by word of mouth, flyers, petitioning, telephone trees, and letters (Madison, 2017). Current movements do some of the same things, but the major difference is the addition of social media to mobilize action. Now more than ever, there have been a large amount of protests, demonstrations, and social movements all organized and mobilized using social media as a post on Facebook (https://www.facebook.com), Instagram (https://www.instagram.com), and other platforms. Criticisms of using social media to organize include, having law enforcers, government agencies, or other users, looking in and Facebook (https://www.facebook.com) liking a post, but not actually taking action to attend an event (Madison, 2017).

In 2010, Arab Spring was a powerful social movement that utilized social media platforms, Twitter (https://twitter.com), YouTube (https://www.youtube.com), and Facebook (https://www.facebook.com) to gather and organize to protest against the authoritarian government, as they wanted a more democratic government and to be relieved of oppression (Hempel, 2016). That was when the government knew little about social media, and since 2016,

the government has put a stop to many of the activist's pages. In Egypt, where there are 26

million Facebook (https://www.facebook.com) users, the government arrested three users in

connection to creating activists Facebook (https://www.facebook.com) pages. Facebook

(https://www.facebook.com) provided free Internet services for more than 3 million mobile

phone users in Egypt; however, the government shut the program down. Turkey requested the

deletion of 805 tweets from users to be removed off Twitter (https://twitter.com). The

government has also spread false information about protestors online. Most of the pages with

larger followings contain religious aspects, but the activists cannot drive action events since

people are scared of the government (Hempel, 2016).

Mobilization of Occupy Wall Street was inspired by the Arab Spring protests, in Egypt

and Tunisia (Occupy Wall Street, 2018). Beginning in 2011, the social movement, we are the

99%'s, goal was to fight against the 1% of the richest people, banks, corporations, and Wall

Street that led to an unfair global economy creating the greatest recession (Occupy Wall Street,

2018). On July 13, 2011, a protest, scheduled for September 17, 2011, to occupy Wall Street

was posted on the Adbusters magazine website (Ngak, 2011; Preston, 2011). Protesters spread

the word using YouTube (https://www.youtube.com), Twitter (https://twitter.com), and

Facebook (https://www.facebook.com), and hundreds showed up (Ngak, 2011; Preston, 2011).

The protests were spread across the nation, from Manhattan, New York to Oakland, California,

but when the protests were dismantled by police, the movement was losing their physical

presence, including constant content of videos and pictures for news outlets (Preston, 2011). The

movement picked up again after a YouTube (https://www.youtube.com) released video captured

University of California student protestors getting pepper sprayed, which now has over 2 million

views. The movement has a large success, when they called for protests in October 2011 for a

global day of action, spanning to Asia and Europe. Occupy Wall Street, associated with the

hashtag #ocw, has 2.7 million followers in over 400 Facebook (https://www.facebook.com)

pages, a Tumblr (https://www.tumblr.com), entitled We are the 99 Percent blog, that showcases

personal stories from people struggling with healthcare costs, student debt, and foreclosure, and

their Twitter (https://twitter.com) account @occupywallstnyc, that has 198,000 followers

(Preston, 2011).

Turana Burke, created the Me Too movement and nonprofit, in 2006, for sexual abuse

victims (Zacharek, Dockterman, & Edwards, 2017). The #MeToo hashtag went viral, during the

period of accusations of Harvey Weinstein a former powerful Hollywood executive, after Alyssa

Milano reposted a me too comment and encouraged Twitter (https://twitter.com) users to type the

hashtag #MeToo, if they too have been sexually harassed or assaulted on October 15, 2017

(Anderson & Toor, 2018; Codrea-Rado, 2017). Since the tweet's original date, till September

30, 2018, the #MeToo hashtag was tweeted in excess of 19 million times (Anderson & Toor,

2018). The social movement thrived and continued when both celebrities and other people

shared deeply personal stories (Anderson & Toor, 2018). Celebrities who came forward

included Alyssa Milano herself, Ashley Judd, Rose McGowan, Selma Blair, Taylor Swift,

among others (Zacharek et al., 2017). The #MeToo hashtag even went global, with the hashtags

being written in Spanish at 3%, Somali at 4%, and Afrikaans at 7% (Anderson & Toor, 2018).

Content with the #MeToo hashtag included stories of abuse, a hashtag only response, mentions

of celebrities or the industry, and politics and politicians (Anderson & Toor, 2018).

Social Media of the Black Lives Matter Movement

Two specific social media tools have relevance for this research. Twitter

(https://twitter.com), a microblogging platform and Instagram (https://www.instagram.com)

which a photo-sharing application. Pew Research has offered in-depth research pertaining to

Twitter (https://twitter.com) usage of the hashtag: #blacklivesmatter and other race-related

hashtags. This study will focus on Twitter (https://twitter.com) posts. There is research on the

#BlackLivesMatter hashtag on Twitter (https://twitter.com).

 Twitter. Twitter (https://twitter.com) is a microblogging platform, which in turn, allows

users to "tweet" or write a 140-character post (Economic and Social Research Council, 2018). A

user can link a website, resource, or picture to the tweet. When following other users, their

tweets will appear on your homepage, also known as a timeline, so that you can view. Twitter

(https://twitter.com) is an excellent platform for your interests and hobbies, but people also use

Twitter (https://twitter.com) for academia and places of employment (Economic and Social

Research Council, 2018). The Black Lives Matter Twitter (https://twitter.com) account,

@Blklivesmatter, has 307,000 followers (Black Lives Matter, 2019b).

 Twitter (https://twitter.com) users in the areas of education, politics, and the general

public have become more popular (Economic and Social Research Council, 2018). Twitter

(https://twitter.com) benefits include: being able to share research and other content easily,

extend to a large amount of users with your content, allows you to stay current with news and

trends, follow events, and express yourself and your viewpoints (Economic and Social Research

Council, 2018). Top tweets are relevant to the user's search on Twitter (https://twitter.com;

Twitter, 2019a). There are various influences that determine top tweets, that include Retweets,

users that share the tweet, replies to the actual tweet, and the popularity. The number (#) sign

before a phrase or specific word is called a hashtag. Hashtags used in tweets, groups and relates

topics together, so that users can view the conversations in a search (Twitter, 2019b).

There were 995 million tweets on the term race on Twitter (https://twitter.com) between the period of January 1, 2015, till March 31, 2016 (Anderson & Hitlin, 2016). Most of the tweets were related to a news story at 60% or Kendrick Lamar's Grammy show performance. Lamar's performance began with Black men in chains and highlighted the modern challenges of living as a Black person. Between 2013 and 2016, the #BlackLivesMatter hashtag was tweeted 12 million times. Within this period, 40% of users were in support of Black Lives Matter, while 11% disapproved. Since 2013, when the #BlackLivesMatter hashtag was introduced, the highest number of hashtags (#BlackLivesMatter, #AllLivesMatter, and #BlueLivesMatter) were used between July 5-17, 2016.

After another police shooting of Blacks and the shooting of police officers in Dallas and Baton Rouge, there was a noticeable increase in criticism of the Black Lives Matter movement (Anderson & Hitlin, 2016). Between 2013 and 2018, the #BlackLivesMatter hashtag has been tweeted close to 30 million times, averaging 17,002 times daily (Anderson et al., 2018). The #BlackLivesMatter hashtag averaged 15,586 each day, #AllLivesMatter, 1,844 each day, and #BlueLivesMatter 3,998 each day (Anderson et al., 2018). In 2018, 25% of American adults are Twitter (https://twitter.com) users (Smith & Anderson, 2018).

Black Twitter. In 2009, 26% of Blacks use Twitter (https://twitter.com; Fox, Zickuhr, & Smith, 2009). Black Twitter (https://twitter.com) is defined as an identity, in which Black people on Twitter (https://twitter.com) highlight and tweet about issues that are important to their group (Complex, 2018). It is important to know, that Black Twitter (https://twitter.com) topic are not representative of the entire population (Manjoo, 2010). Monthly, Black Twitter (https://twitter.com) users, comprise of 24% in 2010 (Saint, 2010). Of about 17 million people, 25% of Blacks use Twitter (https://twitter.com), according to Edison Research (Williams, 2011).

Twitter (https://twitter.com) trends can be found in various locations on Twitter

(https://twitter.com), including profile pages, search results, home timelines, and notifications

(Twitter, 2019b). Trends are based on a number of factors including algorithms, and the user's

location, who the user follows and the user's interests. The user will be introduced to the most

popular topics (trends) right now on Twitter (https://twitter.com), either daily or for a long period

of time. Trends that are not tailored to the user can be accessed through specific trends on

Twitter (https://twitter.com; Twitter, 2019b). A great number of trending topics relate to Black

people's topics, culture, and memes, as stated by Edison Research (Williams, 2011). Some

hashtags, also deemed blacktags, are meant to be funny or light, with Black Twitter

(https://twitter.com) joining in on trending topics like #ifsantawasblack and the awaiting of once

cancelled, football comedy drama sitcom, called *The Game*, opening with 7.7 million viewers

(Manjoo, 2010; Williams, 2011). Black Twitter (https://twitter.com) has been deemed as

innovative in that Twitter (https://twitter.com) founders could not have imagined how the culture

uses it's tools and technology (Fontaine, 2011). Black Twitter (https://twitter.com) can also be

very informational, educational, and highlight some serious and important topics. On Martin

Luther King, Jr. Day, the hashtags that trended were #ihaveadream, #mlkday, #mlk (Williams,

2011). Notably, the #blacklivesmatter hashtag was integral to the movement and the viral spread

of information.

Instagram. Instagram (https://www.instagram.com) is a social media website that

permits users to post photos and videos (Statista, 2018). In 2010, Kevin Systrom, CEO, and

Mike Krieger, Head of Engineering created Instagram (https://www.instagram.com; Instagram,

2018). Systrom and Krieger worked with Instagram (https://www.instagram.com) until

September 2018, with Facebook (https://www.facebook.com) veteran Adam Mosseri taking over

as Head of Instagram (https://www.instagram.com).   Instagram (https://www.instagram.com) is known as an innovative platform with visual storytelling, including IGTV and Stories. Instagram (https://www.instagram.com) promotes community with users sharing their passions and interest, encouraging authentic communication (Instagram, 2018). In 2013, Instagram (https://www.instagram.com) added a video option for users, to compete with Twitter's (https://twitter.com) Vine (Costill, 2014).

An Instagram (https://www.instagram.com) user can add filters to a photo, along with a caption and hashtag(s), if desired. A filter can alter an image with different lights, shades, texts, pictures, and GIFs (a moving picture; Webwise, 2018). There are other options on Instagram (https://www.instagram.com), including Instagram (https://www.instagram.com) Questions, Instagram (https://www.instagram.com) Direct, and Instagram (https://www.instagram.com) Stories. Questions, allow a user to ask another user (a followed account) a question. When answering the question, the question and answer will post to the user's stories and will not tag the person who originally asked the question. With Direct, a user can share a location, hashtag page, photo, video, or profile, sent as a message to one to 15 users. Users can access a direct message in the inbox. Stories are similar to Snapchat (https://www.snapchat.com) stories, in which a user can post photos and or videos to their story, and it automatically deletes at 24 hours. Users can access stories on a user's profile page, if you are following the user or if the user's page is public (Webwise, 2018).

Instagram (https://www.instagram.com) users, young Americans (ages 18-24), log in every day (Smith & Anderson, 2018). Thirty-five percent of adult Americans use Instagram (https://www.instagram.com). For American Instagram (https://www.instagram.com) users: 54% are 25-29 years old, 40% are 30-49, 21% are 50-64, and 10% are 65 and up. In terms of

race, 43% of Blacks, 38% of Hispanics, and 32% of Whites use Instagram

(https://www.instagram.com; Smith & Anderson, 2018). Black Lives Matter has 223,000

followers on Instagram (https://www.instagram.com): @blklivesmatter (Black Lives Matter,

2019c).

Chapter Summary

With the general media framing of Blacks being killed unjustly, they often highlight past

criminal records and mishaps that overshadow the actual murder. The opposed and socially

unjust, have continued to find ways to protest and show support for the Black Lives Matter

issues that they believe in through social media mediums. There are many movements in the

past that have shaped the modern movements of today, and users have cultivated and changed

the movements of Black Lives Matter to make it their own. Since social media is a primary use

to socially protest for Black Lives Matter, we need to know more about how Twitter

(https://twitter.com) users protest for Black Lives Matter.

Chapter Three: Research Methods

The purpose of this study was to explore the Black Lives Matter movement viewed through posts shared by Twitter (https://twitter.com) users and communicated via interviews from participants in the movement. The Black Lives Matter movement was defined as a social movement decrying the ill-will, mistreatment, and murders of Black people. This chapter describes the methods used to address the research questions.

Research Questions

The primary goal for this research was to understand the Black Lives Matter movement from the perspectives of social media users. The two central guiding research questions were:

1. How are social media users posting about Black Lives Matter on Twitter (https://twitter.com) related to selected recent events?

2. How do some Black Lives matter activists use Twitter (https://twitter.com) to promote their agenda?

Research Design

The research design was a concurrent mixed methods study using multiple sources of data, Twitter (https://twitter.com) posts and Interviews, to explore the Black Lives Matter movement. Exploratory research has been described as the researcher asking questions to discover the topic; and, it is primarily used when there is little known about the topic or phenomenon (Gray, 2014). This type of research is beneficial in studying the Black Lives Matter movement since this movement has only been in existence for a little more than 6 years.

Exploratory research helps to create a full comprehension of the problem, not necessarily finding definitive solutions. The Black Lives Matter topic is in its infancy stage, and not yet studied in depth. One of the main advantages of this type of research is the flexibility as the

researcher gains more insight with more data and documentation (Zimmer, 2017). Another advantage is this may create opportunities to change and adapt to different procedures as the study progresses. Potentially, this can save time, effort, and resources as any applicable adjustments may be made at earlier stages and throughout the study. Possible disadvantages may include openness to bias, which could occur with any qualitative study and smaller sample sizes (Zimmer, 2017).

This study includes both quantitative and qualitative methods to gain a comprehensive view of the Black Lives Matter movement. A quantitative content analysis of Twitter (https://twitter.com) posts was integrated with the qualitative thematic analysis of interview responses. The mixed-methods approach is most applicable to the topic since this movement is in its infancy stages, and the social media responses have been a major determinant in the growth and awareness of the social issues currently plaguing the United States. This researcher holds a pragmatic worldview and considers that this study provides valuable insights that may lead to numerous implications for addressing issues of social unrest.

The researcher in this study serves as an educator at large community colleges and a university; teaching college students at the educational institution. The events that led to the growth of the movement has directly and indirectly impacted the student population; as one of the most publicized cases, Trayvon Martin, occurred in the same area, not very far from one of the campus locations. This study provides a more enlightened understanding of the issues as an educator.

Data Collection: Strategies and Procedures

This study involves two sources of data; each considered a primary source. The first source of data was a saturation and quota method sample of Twitter (https://twitter.com) posts

that focused on Black Lives Matter and race-related content associated with six key events. The second source of data involved interviews with five individuals who were actively engaged in the movement focusing on their thoughts, opinions, and actions in response to social and political events that have occurred.

Twitter posts. In 2018, 25% of adults use Twitter (https://twitter.com; Smith & Anderson, 2018). People often use social media hashtags to highlight low publicized social issues (Anderson & Hitlin, 2016). Pew Research has offered in-depth research pertaining to Twitter (https://twitter.com) usage of the hashtag: #blacklivesmatter and other race-related hashtags. Between July 2013 and May 1, 2018, the #BlackLivesMatter hashtag has been tweeted close to 30 million times, averaging 17,002 times daily (Anderson et al., 2018).

The Black Lives Matter movement began over 6 years ago after the final ruling of the Trayvon Martin case on July 13, 2013. Content analysis of Twitter (https://twitter.com) posts examined the use and impact of the Black Lives Matter movement for six events. For each event, posts were gathered using advanced Twitter (https://twitter.com) search techniques resulting in a sample of posts for each event. According to Twitter (2019a), the top posts are selected by an algorithm based on relevancy, popularity like sharing via retweets and replies, and other keywords and factors that are not specified from Twitter (https://twitter.com). Using a saturation and quota method, specific posts were selected for analysis based on the extent of the content included in the post. All events chosen were specific to the Black Lives Matter social movement using the #BlackLivesMatter hashtag and contained the new social movement framework: autonomy, quality of life, solidarity, identity and collective action (Habermas, 1981; Melucci, 1985, 1995; Offe, 1985).

Using quota sampling, subgroups were selected using the hashtag #blacklivesmatter, along with key words and phrases from the six events. Quota sampling from the top Twitter (https://twitter.com) posts until saturation within the Twitter (https://twitter.com) stream, by event, was achieved with ten Twitter (https://twitter.com) posts. The sample focused around six key events in 2018 and 2019: NFL protests (August 9-11, 2018), killing of Botham Jean (September 7-9, 2018), Emmy Awards (September 17-19, 2018), indictment of police officer Amber Guyger for the killing of Botham Jean (November 30-December 2, 2018), midterm election (November 5-7, 2018), and the announcement of granted clemency for Cyntoia Brown (January 6-9, 2019). The first event involved the NFL (National Football League) protests in August of 2018 by participating football players and cheerleaders inspired by fired San Francisco 49ers player, Colin Kaepernick who peacefully kneeled in protest for #BlackLivesMatter and those harmed and killed for being a person of color. In September of 2018, Botham Jean, a young Black man, was killed in his Dallas, Texas apartment, when Dallas police officer Amber Guyger allegedly claimed he was an intruder in her apartment. Later in September of 2018, the third event selected was the Emmy Awards in the United States which is a cultural event, recognizing television excellence. The fourth event involved the grand jury in Texas when they delivered a murder indictment for police officer Amber Guyger for the killing of Botham Jean. A political event selected was the midterm election of 2018 during the Trump administration, in the United States. The fifth selected event was the announcement of granted clemency for Cyntoia Brown by Governor Bill Haslam of Tennessee. After 15 years, Brown was serving a life-time prison sentence for killing a man who bought her for sex.

Interviews. Interviews were used to capture the qualitative data. Interviewing individuals involved in the movement provided greater insight into this area. Interviews were

necessary since minimal research about the Black Lives Matter movement has been conducted. The researcher used a semi-structured interview protocol. The purpose of the interview was to gain rich responses and experiences from activists who have experience and knowledge of the Black Lives Matter movement.

The interviewer asked questions specifically designed to determine the purpose, use, and involvement in the Black Lives Matter movement. The questions began with demographic information and followed with a compilation of questions created by the researcher. The interview questions included open-ended questions to encourage honest and impromptu responses. The primary focus was the level and awareness of the engagement and the underlying reasons why the movement was so important to the participant.

The basic demographic questions were race, age, and occupation/profession. Questions about social media use and specifically Twitter (https://twitter.com) was asked of each participant. Several questions focused on the notion of activism and specifically asked about the Black Lives Matter movement. Lastly, how the participants perceived their involvement with the movement as a political activity and media influence was explored. The interview allowed the participants to give meaning to their experience of using or observing how the Black Lives Matter activists promoted the movement using Twitter (https://twitter.com) posts.

Questions were developed and submitted to experienced researchers to establish the validity of the interview process (Appendix A). The researcher piloted the interview with an individual familiar with the movement, to ensure the questions were soliciting the needed content to satisfy the research purpose. The pilot helped to determine the needed time for conducting the interview. The qualitative interviews were expected to last about half an hour, but additional time may be necessary to ensure each respondent has ample time to express their thoughts and

experiences. Through network sampling, individuals known to the researcher to be active in the Black Lives Matter movement were invited to participate through either a telephone call, email or direct message. The researcher solicited volunteers who were engaged, participated, or active chapter members of Black Lives Matter movement. Contact information is available through public websites. Participants were initially contacted via email and direct message on social media to determine their interest in participating in an interview. Five individuals who met the following criteria were interviewed. Criteria for being engaged participants include:

- At least one year of participation in the Black Lives Matter movement.

- The participant must consider him/herself an activist for Black lives.

- Twitter (https://twitter.com) use of at least once per week or knowledge of how Black Lives Matter members use Twitter (https://twitter.com).

The participants were interviewed in-person or a telephone call. The interviews were audio recorded and transcribed for analysis (Gray, 2014). All interview audio recordings, in any format and related information, were stored on a personal computer and in password protected folders.

Human Subjects Considerations

The first source of data within this study is the Twitter (https://twitter.com) posts. These posts met criteria of non-human subjects research as these are publicly posted and often contain no personally identifying information. There was no risk to any individuals by this study's use of posted Twitter (https://twitter.com) posts.

The second source of data involved interviews of adults. The proposed research was submitted to the Graduate and Professional Schools Institutional Review Board (GPS-IRB) as an exempt research application. The study application was approved from the university IRB before

the interviews are conducted (Appendix B). The participants were informed of the confidential

nature of the study, the interviews were conducted in-person at a safe location and via telephone

call, and individuals will be allowed to remove themselves and retract statements at any point of

the study. The participants identity was not shared in study findings. No personal identifying

information was revealed, and each was identified with pseudonyms. As the individuals were

adults and only exposed to minimal risk by participating in the study, the research qualified as

Exempt research under category two (Electronic Code of Federal Regulations, 2018). The

individuals were adults and were only exposed to minimal risk by participating in the study.

Minimal risks include fatigue and minor emotional responses by participating in the interview.

Though the topic is sensitive, social injustice happens often, and participants are generally

exposed to it in normal daily life. Participating in this study raised no additional risks for the

participants. To ensure confidentiality, the audio recording of the interviews were destroyed

following the transcription of the interview. Transcripts and codes were maintained in a

password protected electronic file until the study was complete. The names associated with the

codes were stored separately on a flash drive and locked in my office. Once study was complete

all electronic documents were destroyed to further protect participants.

Analysis

The two sources of data include Twitter (https://twitter.com) posts, analyzed using

content analysis. The second source of data is the interview transcripts, analyzed thematically.

Content analysis of Twitter posts. Pew Research Centers (2018) often uses content

analysis as a way to examine and evaluate how information is communicated over social media.

In this study, the content analysis process involved coding and grouping content into specific

categories (Maxwell, 2013). An initial codebook based on social justice and new social

movement framework literature themes was used for the first review of the Twitter

(https://twitter.com) posts. Social justice is how a person, or group of people have less

advantages compared to others in society (Miller, 1999). The new social movement themes was

derived from the New Social Movement framework, and the definitions are as followed:

- Autonomy- Within the organization, autonomy includes self-help, decentralization and self-government in conjunction with, opposing bureaucracy, control and dependence (Offe, 1985).

- Quality of life- Habermas (1981) cites that within new social movements, there can be clear issues like quality of life. Issues relating to any aspect of life or anything in general, including life conditions (Offe, 1985).

- Solidarity- By sharing a collective identity with members of the organization, solidarity is recognizing or being recognized as part of a social relationship (Melucci, 1985).

- Identity- Through the process of construction in identity, the person thinks about action as self-identification, defining how the field should be organized, which can be an issue; and a person can think in this moment, who am I and who am I over time, comparing yesterday or tomorrow (Melucci, 1995).

- Collective action- The organization creates new languages and goals as the collective action (Melucci, 1995).

The memoing function within the qualitative analysis software (HyperResearch) aided in the

refinement and addition of codes in a subsequent review of the posts. The five codes that

emerged from the Twitter (https://twitter.com) data with definitions, are as followed:

- Cultural- Post is relating to a cultural event or situation.

- Media attention- When poster discusses extra or lack of media attention.

- Political- Post is relating to a political experience or situation.

- Support- Post relating to support of protest or any action.

- Terrorists- Poster mentions group as terrorists.

Thematic analysis of interview transcripts. Interviews were transcribed by the researcher, and each participant was given a pseudonym. The transcripts underwent a thematic analysis process relying on the same initial set of social justice and new social movement framework themes from the literature allowing for additional emergent themes. The researcher used the HyperResearch qualitative analysis software to document the process. The coding process articulated by Creswell (2008) was followed to code the words of the participants into topics, categories, and themes. Three themes with corresponding codes emerged from the interview data with definitions, are as followed:

- Personal Emotions- emotions expressed by participants:

  - Emboldened- Feeling empowered and confident to take action.

  - Powerless- Feeling of being unable to take action.

  - Sense of Being Targeted- Feeling that someone is seeking to attack and do harm.

  - Traumatized- Feeling upset about a situation or instance.

  - Powerless- Feeling of being unable to take action.

- Motivations for participation using Twitter (https://twitter.com) and/or in the Black Lives Matter Movement:

  - Affirmation- Emotional support or encouragement.

  - Ease of Use- Social Media is easy to use.

- ▪ Educational- To educate the public about the movement, events, and other instances.

- ▪ Communication- To use for communication purposes in an extraordinary and meaningful way. Tweeting, retweeting, and replying materials, including events, pictures, videos, etc.

- ▪ Influence Policy- To use to influence or change policy.

- ▪ Mobilizes the Citizenry- To use to mobilize citizens to take an action.

- ▪ Personal Process for Growth- An individual's personal journey for growth and self-realization.

  - ○ Living Life- Activists living and enjoying their lives, despite the demise and social injustice of Blacks.

- ▪ Recruit- To recruit allies to the Black Lives Matter movement.

Integration of content analysis findings and thematic findings. Both sets of data, content analysis of the Twitter (https://twitter.com) posts and thematic analysis of interviews, were triangulated to arrive at study conclusions. Use of a single codebook within the qualitative analysis software (HyperResearch) aided the process for integration of findings.

Means to Ensure Study Validity

The interview protocol was validated prior to implementation and a pilot interview was conducted. Interviews were scheduled to occur within a short period of time, February through March 2019, to ensure there were fewer events that may influence the participants. Care was taken to provide confidentiality to participants to support them in being as open and revealing as possible.

The initial codebook was used for both the content analysis and thematic analysis process is based on published literature. To ensure the coding of both sources of data was conducted reliably, a peer-reviewer participated in the later iterations of the coding of data.

Study conclusions were made considering both sources of data. This triangulation of findings provided a higher level of confidence in making recommendations based on study conclusions.

Chapter Summary

This study used a concurrent mixed-methods design to provide a thorough exploration of the Black Lives Matter movement. How social media, Twitter (https://twitter.com), is used to communicate viewpoints is examined and further explored with interviews with a small number of active participants in the movement. Chapter four provides a detailed report of the findings and chapter five will include a discussion of study conclusions and implications.

Chapter Four: Results

This chapter presents the results from two sources of data. First, the Twitter (https://twitter.com) hashtag findings presents evidence of the new social movement theory. Second, there were interviews with a small group of individuals about their experience with the Black Lives Matter movement. The first source of data provides information on Twitter (https://twitter.com), from the hashtag #BlackLivesMatter, for six key events. The second source of data are interviews, from individuals who met specified qualifications. Specific details from the Twitter (https://twitter.com) posts and the interview transcripts are analyzed and presented with emerged themes.

Restatement of Research Questions

Two questions are addressed:

1. How are social media users posting about Black Lives Matter on Twitter (https://twitter.com) related to selected recent events?

2. How do some Black Lives matter activists use Twitter (https://twitter.com) to promote their agenda?

Twitter Hashtag Findings

To narrow the number of posts reviewed, six specific events: NFL Protests, Killing of Botham Jean, Emmy Awards, Indictment of Police Officer Amber Guyger for the Killing of Botham Jean, Midterm Election and Announcement of granted clemency for Cyntoia Brown, were selected that represented the new social movement framework (autonomy, quality of life, solidarity, identity, and collective action) and the Twitter (https://twitter.com) hashtag: #BlackLivesMatter. For each event, posts were gathered using advanced Twitter (https://twitter.com) search techniques resulting in a sample of posts for each event (see Table 1).

Using a saturation and quota method specific posts were selected for analysis based on the extent of the content included in the post. A total of 10 posts for each of the six events resulted in a study sample of 60 Twitter posts that underwent content analysis.

For the event: NFL pre-season game protests, the 10 selected posts came from a total of 123 posts with two advanced Twitter (https://twitter.com) searches of #BlackLivesMatter and #BlackLivesMatter NFL or football between the specified dates of August 9-11, 2018. There were a total of 122 posts for the event: Killing of Botham Jean with advanced Twitter (https://twitter.com) searches of #BlackLivesMatter between the specified dates of September 7-9, 2018. For the Emmy Awards event there were a total of 27 posts, with two advanced Twitter (https://twitter.com) searches of #BlackLivesMatter and Emmys or Emmy between the specified dates of September 17-19, 2018. There was a total of 72 posts for the event: Indictment of Police Officer Amber Guyger for the Killing of Botham Jean, with two advanced Twitter (https://twitter.com) searches of #BlackLivesMatter and Botham or Jean, between the specified dates of November 30-December 2, 2018 with 10 posts selected. Ten posts were selected from the total of 93 posts for the Midterm Election event with an advanced Twitter (https://twitter.com) searches of #BlackLivesMatter between the specified dates of November 5-7, 2018. The sixth event: Cyntoia Brown had a total of 37 posts, with two advanced Twitter (https://twitter.com) searches of #BlackLivesMatter and Cyntoia Brown between the specified dates of January 6-9, 2019 and 10 were selected.

Table 1

Total Number Hashtagged Twitter (https://twitter.com) Data Posts, Per Event

EVENTS	NFL Protests	Killing of Botham Jean	Emmy Awards	Indictment of Amber Guyger	Midterm Election	Clemency for Cyntoia Brown
Number of #BlackLivesMatter Posts	123	122	27	72	93	37
Sample	10	10	10	10	10	10

Content Analysis

The 60 posts were analyzed considering the new social movement theory framework and as the Black Lives Matter organization in general. Social justice was considered a main theme and posts were coded as representing social justice 8 times. Five codes were specific to the new social movement framework: autonomy ($n = 3$), quality of life ($n = 8$), solidarity ($n = 12$), identity ($n = 8$), and collective action ($n = 6$). Codes emerged from the posts and included: political ($n = 9$), support ($n = 6$), media attention ($n = 1$), cultural ($n = 4$), and terrorist ($n = 1$). There were five posts coded twice resulting in a total of 66 coded passages. Table 2 provides the number count for each of the 11 codes.

Table 2

Twitter (https://twitter.com) Posts Code Distribution

		New Social Movement Framework Codes				
Codes	**Social Justice**	**Autonomy**	**Quality of Life**	**Solidarity**	**Identity**	**Collective Action**
Count	8	3	8	12	8	6
	Emergent Codes					
Codes	**Political**	**Support**	**Media Attention**	**Cultural**	**Terrorist**	**Total**
Count	9	6	1	4	1	**66**

Social Justice

The code social justice was assigned eight times for the Twitter (https://twitter.com) data. Social justice is how a person, or group of people have less advantages compared to others in society (Miller, 1999). One post related to the Clemency for Cyntoia Brown event with the #BlackLivesMatter hashtag. Lewis is very happy that sex crime victim, Brown would be free soon and justice served. Twitter (https://twitter.com) user Kudjoe Lewis @Karltonx_ stated "Literally almost cried when I saw #CyntoiaBrown has been granted clemency!" Two posts, included the hashtag #BlackLivesMatter to the Killing of Botham Jean event. Social justice is how others fare in society and McCall stated that if the situation were reversed, a Black man would have already been in police custody. "More Josh McCall Retweeted Shaun King- Let's reverse this situation: If a Black man had mistakenly entered a woman's apartment and killed her, is there any doubt he'd be arrested by now? #gapol #mccallforall #BlackLivesMatter," from Twitter (https://twitter.com) user Josh McCall @Mccallforall. Referring to another protest and the killing of Botham Jean, Twitter (https://twitter.com) user Helen Hong @funnyhelenhong wrote "THIS IS WHY THEY KNEEL. IT WAS NEVER ABOUT THE FLAG OR SERVICE

MEMBERS OR VETERANS. IT'S ABOUT INJUSTICE. #BlackLivesMatter." Hong clearly

stated in the Twitter (https://twitter.com) post that there is an injustice to Blacks in this country

and that the NFL protests has nothing to do with disrespecting the military. The majority of

posts were related to the Indictment of Amber Guyger event, five posts, with the

#BlackLivesMatter hashtag. In one post, the user appeared to be shocked with the indictment,

joking that Hell dropped a degree in temperature: Karim Walker @shift_in2_turbo "A Dallas

grand jury indicted a cop (and a White woman no less) for the murder off a Black man in his

home?! Did Hell drop a degree and someone neglect to tell me? #BothamJean #AmberGuyger

#BlackLivesMatter." Three posts specifically mention a form of justice, seemingly agreeing

with the indictment announcement for Guyger. Twitter (https://twitter.com) user Andrea Issa

@PublicAdvocacy wrote "#FridayFeeling Hopeful that #BothamJean will receive #justice since

#AmberGuyger was indicted for Murder 3 months after fatally shooting Botham as he watched a

football game in his own apartment.

https://www.vox.com/identities/2018/11/30/18116115/botham-jean-amber-guyger-murder-

indictment-dallas … #FridayThoughts #BlackLivesMatter #sayhisname."

Another Twitter (https://twitter.com) user Matrixity @Matrixity stated "JUSTICE!! A

grand jury in Dallas on Friday returned an indictment to charge former police officer Amber

Guyger with murder for killing Botham Jean in his own apartment in September. #BothamJean

#AmberGuyger #BlackLivesMatter #justice." Last, Guyger was arrested for manslaughter, but

was actually indicted for murder: Gusamongus @gusamongus999 "No, indicted for

MANSLAUGHTER for MURDERING Botham Jean. 1) fix your headline to reflect facts. 2)

what a travesty of justice. 3) this is why they kneel. #BlackLivesMatter #BothamJean

#kneeling." As police are generally not indicted for murder, Twitter (https://twitter.com) user

Origins @OriginsOSU wrote "Amber Guyger, the ex-Dallas cop who killed Botham Jean in his

own apartment this past September, has been indicted for murder. If successfully convicted, her

case will be a historic landmark in holding the police accountable. #BlackLivesMatter."
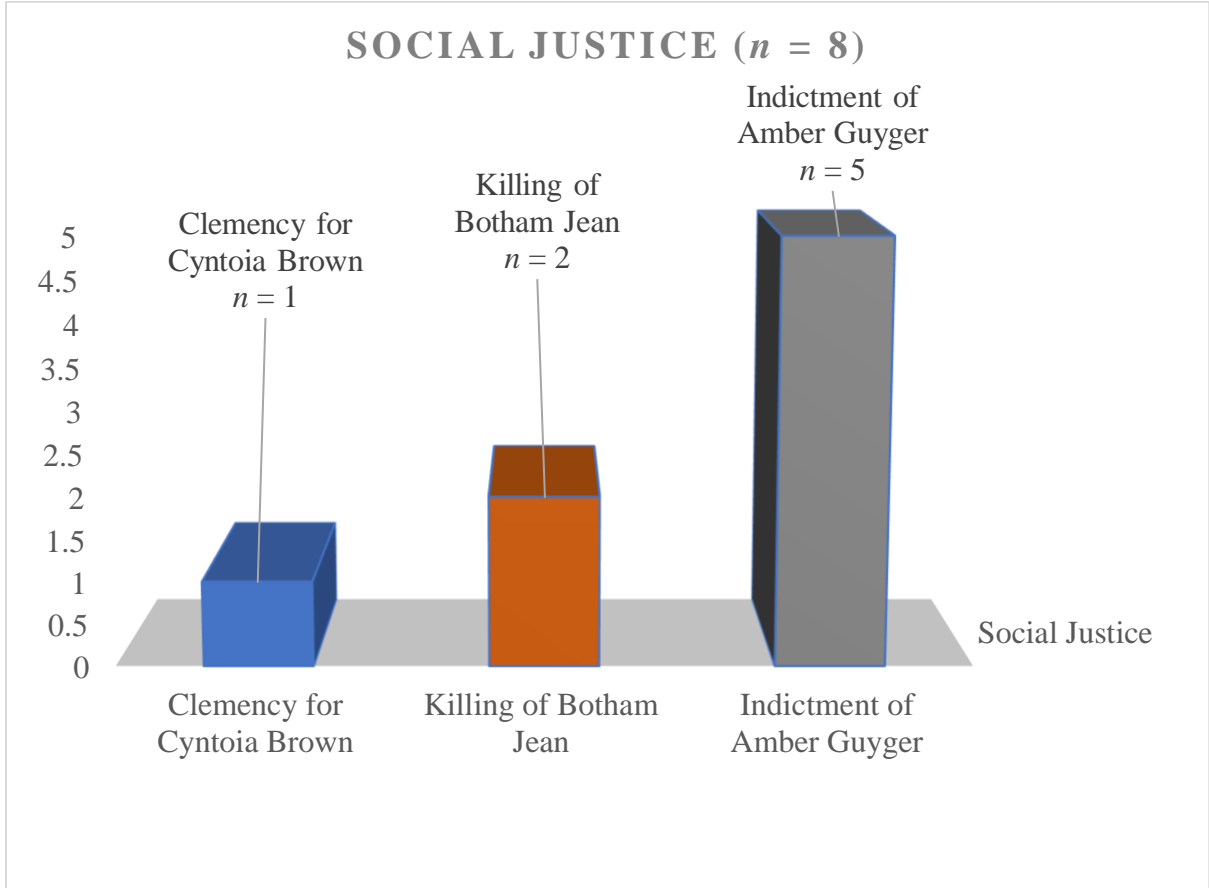
Figure 1. Social Justice codes distributed by event.

Figure 2. Twitter (https://twitter.com) post of Botham Jean mention. Hashtagged #BlackLivesMatter, coded social justice. From "@Mccallforall", September 8, 2018 (https://twitter.com/Mccallforall). In the public domain.

Figure 3. Twitter (https://twitter.com) post of Botham Jean mention. Hashtagged #BlackLivesMatter, coded social justice. From "@funnyhelenhong", September 8, 2018 (https://twitter.com/funnyhelenhong). In the public domain.
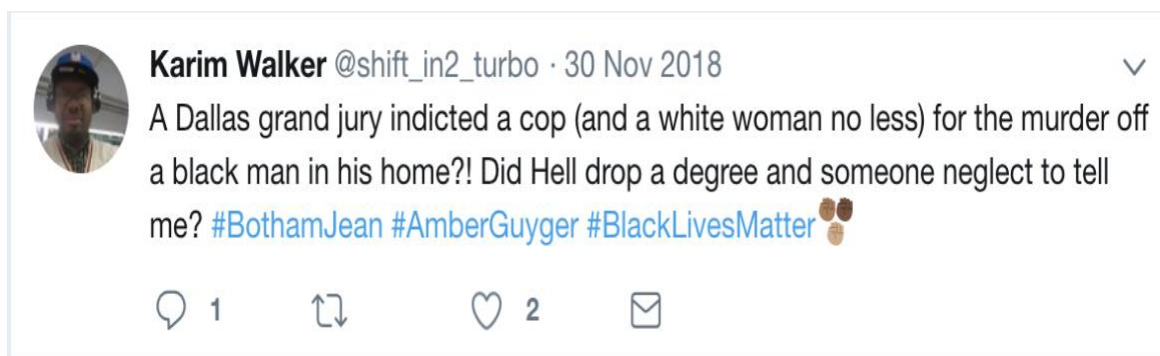
Figure 4. Twitter (https://twitter.com) post of indictment of police officer Amber Guyger mention. Hashtagged #BlackLivesMatter, coded social justice. From "@shift_in2_turbo", November 30, 2018 (https://twitter.com/shift_in2_turbo). In the public domain.

Figure 5. Twitter (https://twitter.com) post of indictment of police officer Amber Guyger mention. Hashtagged #BlackLivesMatter, coded social justice. From "@PublicAdvocacy", November 30, 2018 (https://twitter.com/PublicAdvocacy). In the public domain.
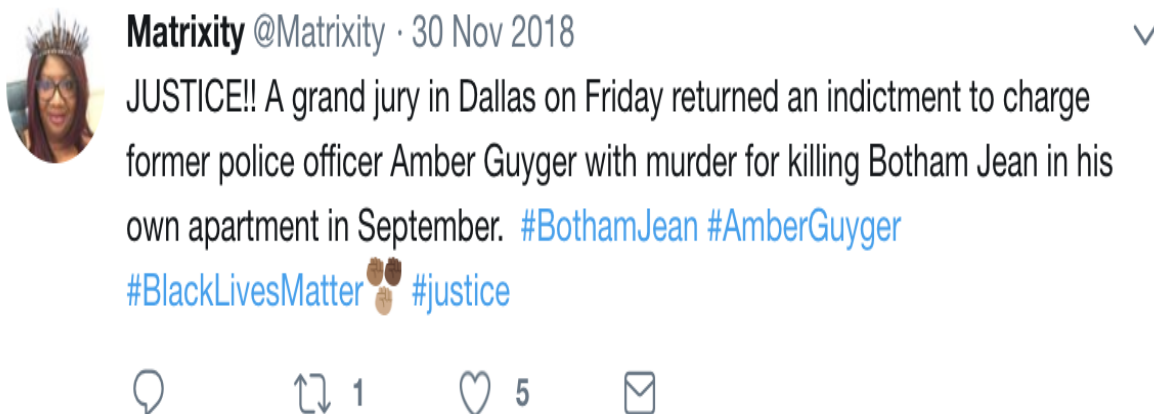
Figure 6. Twitter (https://twitter.com) post of indictment of police officer Amber Guyger mention. Hashtagged #BlackLivesMatter, coded social justice. From "@Matrixity", November 30, 2018 (https://twitter.com/Matrixity). In the public domain.

Figure 7. Twitter (https://twitter.com) post of indictment of police officer Amber Guyger mention. Hashtagged #BlackLivesMatter, coded social justice. From "@gusamongus999", November 30, 2018 (https://twitter.com/gusamongus999). In the public domain.

Figure 8. Twitter (https://twitter.com) post of Indictment of Police Officer Amber Guyger for the Killing of Botham Jean mention. Hashtagged #BlackLivesMatter, coded social justice. From "@OriginsOSU", November 30, 2018 (https://twitter.com/OriginsOSU). In the public domain.

New Social Movement Framework

The New Social Movement framework included five specific codes (autonomy, quality of life, solidarity, identity, and collective action) applying 37 times to the six key Twitter (https://twitter.com) events, hashtagged #BlackLivesMatter. Table 3 shows code distribution of the New Social Movement Framework.

Table 3

New Social Movement Framework Code Distribution

	New Social Movement Framework Codes					
Codes	Autonomy	Quality of Life	Solidarity	Identity	Collective Action	**Total**
Count	3	8	12	8	6	**37**

Autonomy. Within the organization, autonomy includes self-help, decentralization and self-government in conjunction with, opposing bureaucracy, control and dependence (Offe, 1985). There were three Twitter (https://twitter.com) posts were coded as representing autonomy and all related to the NFL protests event. Various NFL players defied the Association, and with autonomy they felt in necessary to peacefully protest for the rights of slain Blacks from vigilantes and law enforcement. Barbara E Fuller @soonerdreams stated:

> I fully support All pro football players who choose to exercise their 1st Amendment right by respectfully taking a knee! They aren't sitting down or turning their back on old glory! Trump has taken this up to fuel his ignorant, BLIND base!#TakeAKnee #BlackLivesMatter #ResistHate.

Mr. Dolce @mrdolcethecat wrote:

> YOU are a Racist! African Americans have equal rights to the First amendment just like any other race in this country! Their voices are barely ever heard and in case you haven't heard, freedom of speech applies to everyone! #NFLPlayersTakeAKnee #TrumpIsARacist #BlackLivesMatter.

Last, John Ehrenfeld @JohnEhrenfeld proclaimed:

> I am so proud of those NFL players who knelt or raised their fists in the air to protest the killing of African-Americans by police. I understand why you object, being that you're a White supremacist pandering to your racist base but tough. #TrumpRacist #BlackLivesMatter.
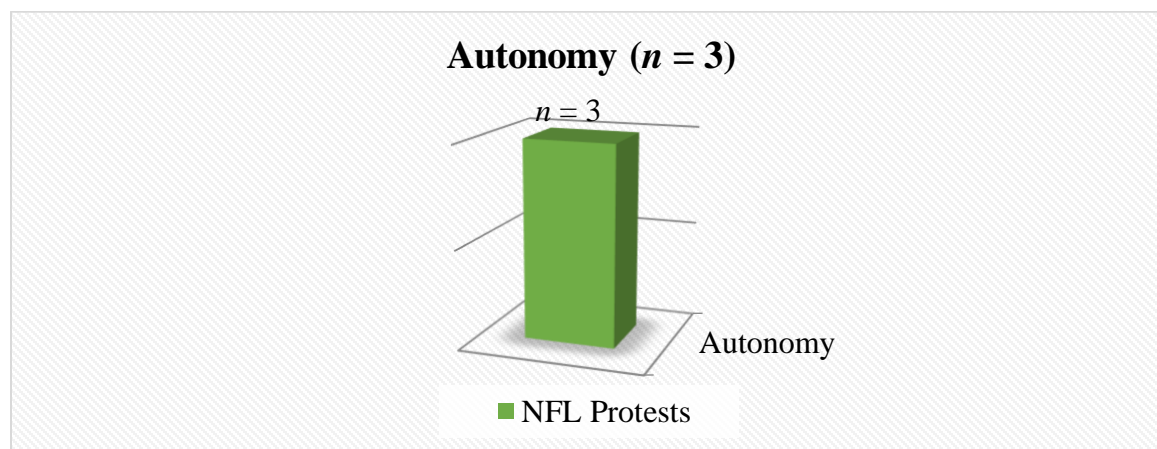
Figure 9. Autonomy code distributed by event.

Figure 10. Twitter (https://twitter.com) post of NFL opinion. Hashtagged #BlackLivesMatter, coded autonomy. From "@soonerdreams", August 10, 2018 (https://twitter.com/soonerdreams). In the public domain.

Figure 11. Twitter (https://twitter.com) post of NFL opinion. Hashtagged #BlackLivesMatter, coded autonomy. From "@mrdolcethecat", August 10, 2018 (https://twitter.com/mrdolcethecat). In the public domain.

Figure 12. Twitter (https://twitter.com) post of NFL opinion. Hashtagged #BlackLivesMatter, coded autonomy. From "@JohnEhrenfeld", August 10, 2018 (https://twitter.com/JohnEhrenfeld). In the public domain.

Quality of life. Habermas (1981) cites that within new social movements, there can be clear issues such as quality of life and Offe (1985) explains any aspect of life or anything in general, including life conditions are inherent within a social movement. There were eight Twitter (https://twitter.com) posts were coded as representing quality of life and included four of the selected events: Clemency for Cyntoia Brown ($n = 3$) Emmy Awards ($n = 1$), Killing of Botham Jean ($n = 3$), and Midterm Election ($n = 1$).
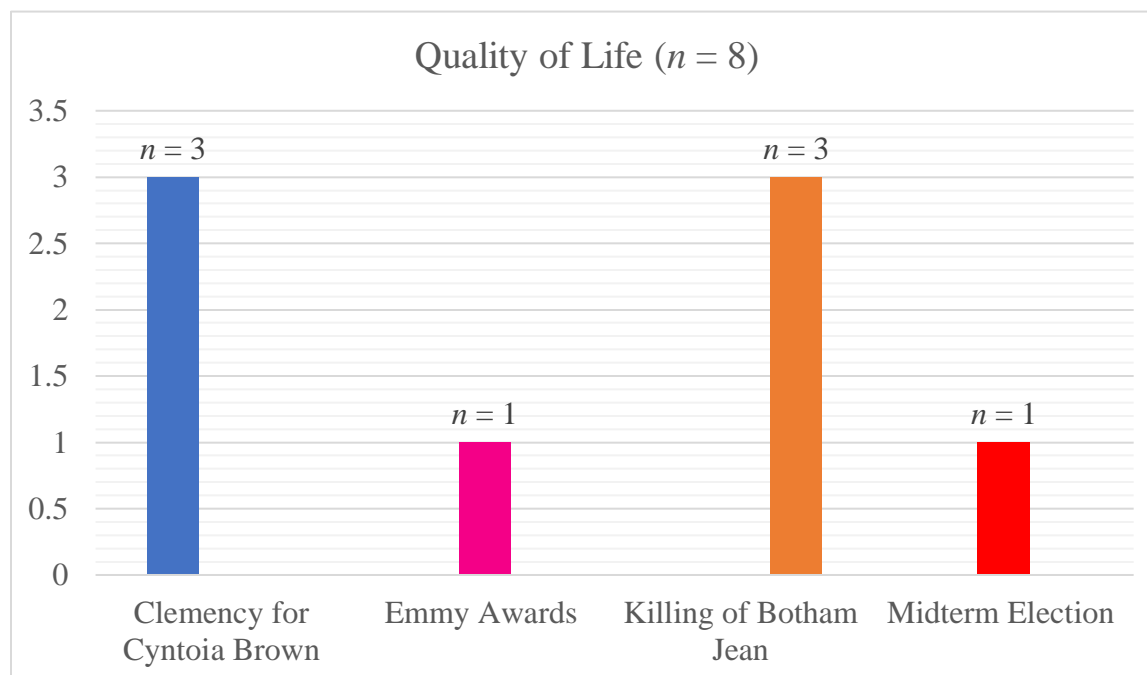
Figure 13. Quality of Life codes distributed by event.

In terms of clemency for Cyntoia Brown, these Twitter (https://twitter.com) users comment on her physical and emotional quality of life for this sexual assaulted survivor. Tai Brown @itstaibrown wrote "We will not stop until every #BlackGirl is safe." G. Donald Cribbs, MA @gdcribbs stated "Long overdue but better late than never. #CyntoiaBrown #BelieveSurvivors #MeToo #SurvivorCulture #BlackLivesMatter #BlackGirlsLivesMatter Prison is not best practice for a sexual assault survivor regarding her treatment and recovery. She needs appropriate trauma-informed care." Dr. Carter Rae @ibanksc06 wrote "Cyntoia Brown is

granted clemency after serving 15 years in prison for killing man who bought her for sex - CNN #BlackLivesMatter." On the date of the Emmy Awards, this Twitter (https://twitter.com) user used trending topic Emmy Awards to speak on the issue of Blacks being killed. 10,000 Fearless Toledo @10KToledo stated "MORE 10,000 Fearless Toledo Retweeted Atlanta Black Star- It is their job to kill Black people! #EveryDayRacism #MAGA #BlackLivesMatter #Emmys." Blacks are not surviving, and being killed, so quality of life is diminishing, and the following Twitter (https://twitter.com) users give their personal opinions for the Killing of Botham Jean. Ron_BENICHSUPPORTPAGE @Rongz7 stated "Ask the unarmed people killed by Domestic terrorist aka #PoliceBrutality the biggest most dirtiest group of people on earth they kill & rape and get way with it every time #Nikes #BlackLivesMatter." Monique Samuels @iammrssamuels proclaimed "This is awful! And people wonder why we say #blacklivesmatter 🙍🏾 Dogs are given more courtesy when they are killed! This is cold blooded murder and they're protecting her 😡." Jailain @jailainhollon stated "He was murdered in Dallas when an inebriated thug of a police officer "mistakenly" entered HIS apartment & shot him. The entire narrative around his murder is bullshit. #BlackLivesMatter." Referencing Trayvon Martin's death, and how he was hunted, the following Twitter (https://twitter.com) user gave his thoughts on the treatment of Blacks using trending topic: midterm elections. Lindsey @villanuevalinds wrote "Please don't ever forget the injustice that Black men face in our modern society. #TrayvonMartin #BlackLivesMatter."

Figure 14. Twitter (https://twitter.com) post of Cyntoia Brown opinion. Hashtagged #BlackLivesMatter, coded quality of life. From "@gdcribbs", January 7, 2019 (https://twitter.com/gdcribbs). In the public domain.
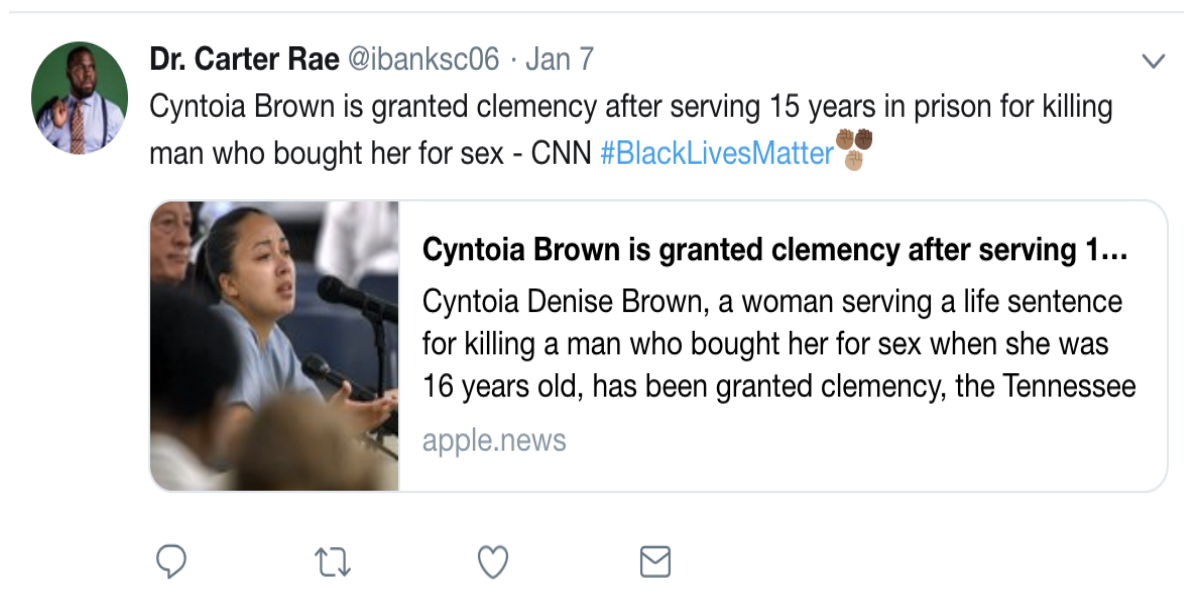
Figure 15. Twitter (https://twitter.com) post of Cyntoia Brown opinion. Hashtagged #BlackLivesMatter, coded quality of life. From "@ibanksc06", January 7, 2019 (https://twitter.com/ibanksc06). In the public domain.

Figure 16. Twitter (https://twitter.com) post of Emmy mention. Hashtagged #BlackLivesMatter, coded quality of life. From "@10KToledo", September 18, 2018 (https://twitter.com/10KToledo). In the public domain.

Ron_BENICHSUPPORTPAGE @Rongz7 · 8 Sep 2018

Ask the unarmed people killed by Domestic terrorist aka #PoliceBrutality the biggest most dirtiest group of people on earth they kill & rape and get way with it every time #Nikes #BlackLivesMatter✊🏾

it was never about the anthem.
it was never about the flag.
it was never about the military.
it was about patrick harmon, 50.
it was about philando castile, 32.
it was about alton sterling, 37.
it was about sandra bland, 28.
it was about anthony hill, 27.
it was about samuel dubose, 43.
it was about brendon glenn, 29.
it was about freddie grey, 25.
it was about natasha mckenna, 37.
it was about walter scott, 50.
it was about christian taylor, 19.
it was about michael brown, 18.
it was about eric garner, 43.
it was about akai gurley, 28.
it was about laquan mcdonald, 17.
it was about tamir rice, 12.
it was about yvette smith, 47.
it was about aiyana mo'nay stanley-jones, 7.
it was about rekia boyd, 22.
it was about shereese francis, 29.
it was about sean bell, 23.
it was about amadou diallo, 22.
it was about trayvon martin, 17.
it was about due process of the law.
it was about justice.

shared

💬 9   🔁 46   ♡ 66   ✉

Figure 17. Twitter (https://twitter.com) post of Botham Jean mention. Hashtagged #BlackLivesMatter, coded quality of life. From "@Rongz7", September 8, 2018 (https://twitter.com/Rongz7). In the public domain.
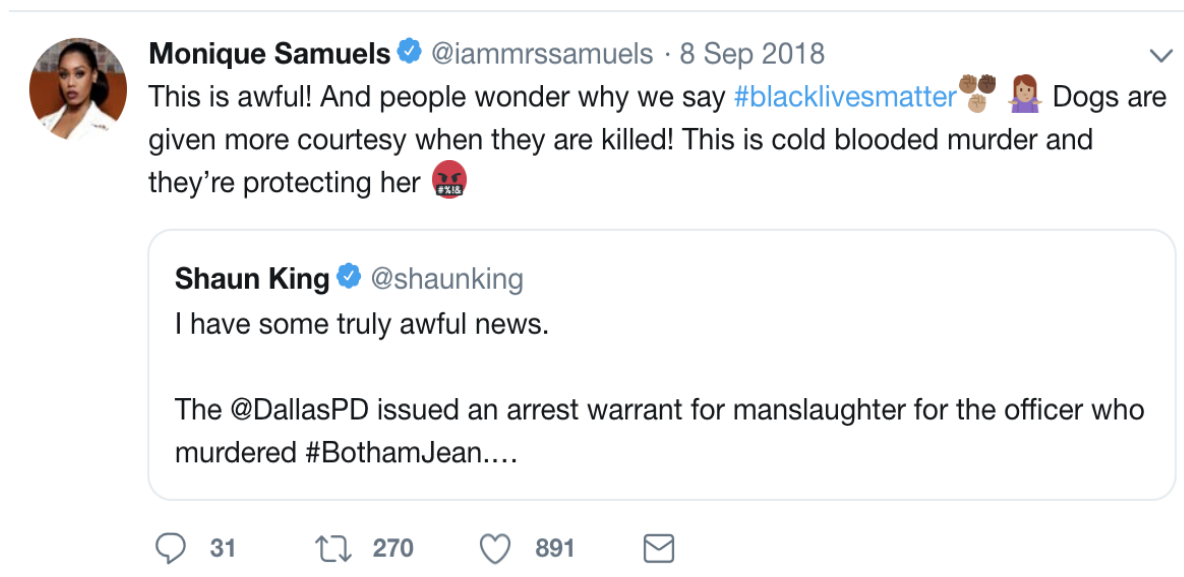
Figure 18. Twitter (https://twitter.com) post of Botham Jean mention. Hashtagged #BlackLivesMatter, coded quality of life. From "@iammrssamuels", September 8, 2018 (https://twitter.com/iammrssamuels). In the public domain.
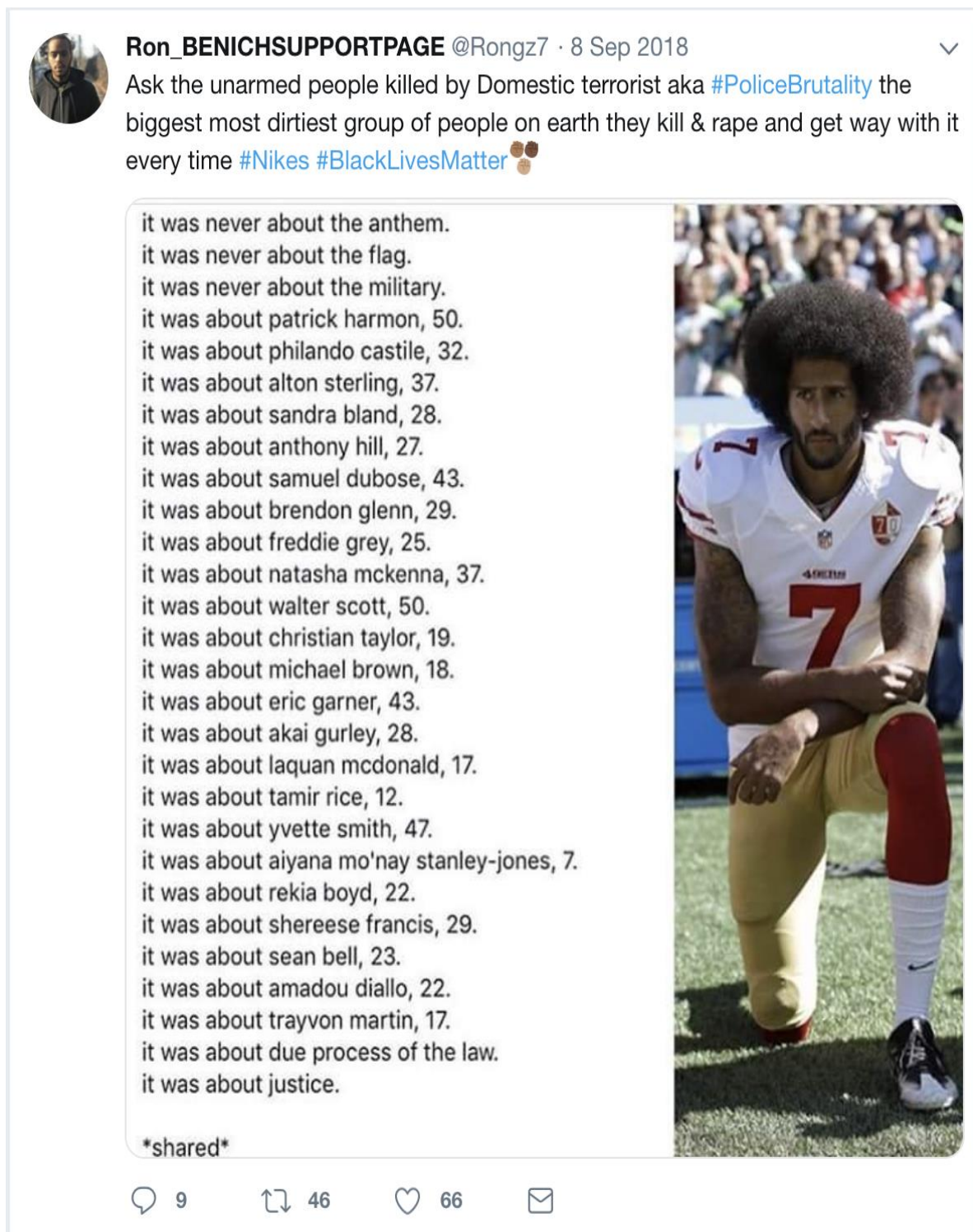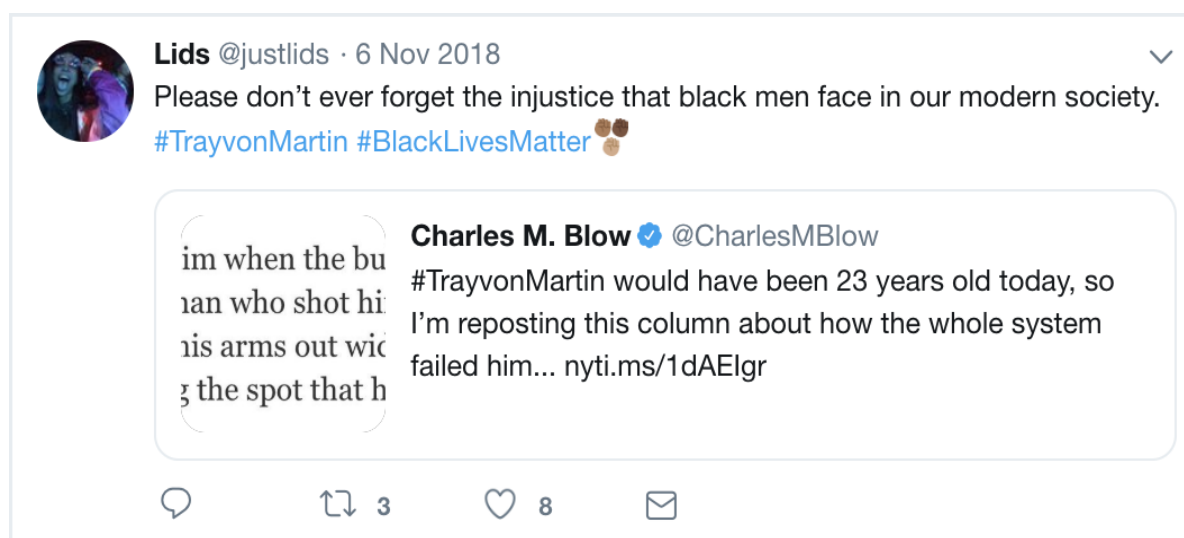

Figure 19. Twitter (https://twitter.com) post of Midterm Election mention. Hashtagged #BlackLivesMatter, coded quality of life. From "@villanuevalinds", November 6, 2018 (https://twitter.com/justlids). In the public domain.

Solidarity. By sharing a collective identity with members of the organization, solidarity

is recognizing or being recognized as part of a social relationship (Melucci, 1985). There were

12 Twitter (https://twitter.com) posts, were coded as representing solidarity with the

#BlackLivesMatter hashtag: one post of the NFL protests, two posts with the announcement of

Cyntoia Brown's clemency, four coded to the Emmy Awards, two to the Killing of Botham Jean,

one with the Indictment of Police Officer Amber Guyger for the Killing of Botham Jean, and two

coded to the Midterm Election.
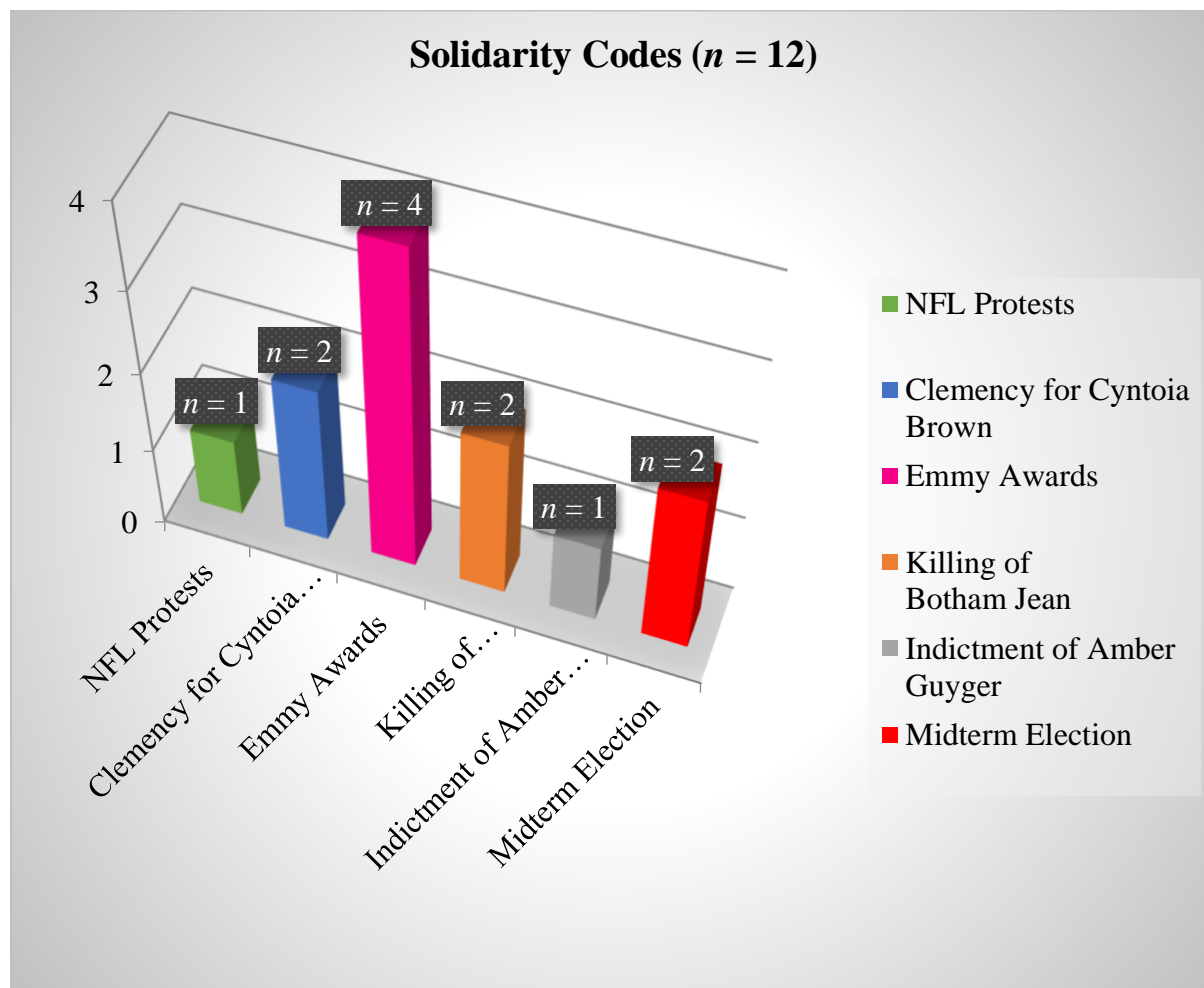
Figure 20. Solidarity codes distributed by event.

One post within the NFL protests event was coded as representing solidarity. The

Twitter (https://twitter.com) poster refers to the days of Jim Crow, segregation laws, in which

some restaurants only served Whites and thus, was the reason why this user is in solidarity with

the NFL protests. Kay @tngsmama:

> Many folks remember these days…remember them or not, the majority of us WILL NOT
> allow those days to return. We will fight back against police brutality & racial profiling.

We will #TakeAKnee because #BlackLivesMatter & because injustice to one of us is injustice to us all.

The following two tweets were in solidarity with the movement and everyone who assisted with making the clemency of Cyntoia Brown happen. Pierre bennu @exittheapple tweeted "There is a #power in making noise y'all. We must continue to let the world

know and acknowledge our value. #justice #blackgirlsmatter #blacklivesmatter." Black Lives Matter Michigan @BLMMichigan stated "HALLELUJAH!!!! Come through God of Justice!! Come through God of Love!! Come through God of Peace!! Rejoicing with the ancestors!! #BlackLivesMatter #ProtectBlackGirls." With following four tweets, users were in solidarity with actress Jennifer Lewis, who wore Nike apparel to the Emmy Awards, in support of Colin Kaepernick's #BlackLivesMatter protests. KnowYourRightsCamp @yourrightscamp wrote "THIS!! 😩✊🏼✊🏾✊🏿 "I'm wearing #Nike to applaud them for supporting #ColinKaepernick and his protest against racial injustice and police brutality." - #JeniferLewis #emmys #emmys2018 #justdoit #kaepernick #blacklivesmatter #blackish https://instagram.com/p/Bn2IBAQgPrK/." The Root @TheRoot tweeted "'I'll wear @Nike to say thank you for leading the resistance.' You cannot get any realer than @JeniferLewis! She is the standard and we ASPIRE! #BlackLivesMatter #EMMYs." Jason Pollock @Jason_Pollock wrote:

Wow! @jeniferlewis is a WHOLE MOOD tonight at the #Emmys. She's joyful supporting Kap with her Nike shirt on! This is what it looks like to fight for the culture. What a beautiful F U to White supremacy this is! #ImWithKap #TakeAKnee #BlackLivesMatter #StrangerFruit.

Last, Jose Burgos @JosBurg tweeted:

my queen @JeniferLewis is slaying @Nike and supporting @Kaepernick7 & #BlackLivesMatter tonight at the #Emmys. This woman has inspired me for years because of her outspoken advocacy of mental health & bipolar awareness. She is a LEGEND! GO BUY HER BOOK! #TheMotherofBlackHollywood.

Due to another killing of another Black man (Botham Jean), the following two tweets were in

solidarity with the Black Lives Matter movement and other protests. Dr. Antipas L Harris

@drantipas wrote "Based on the information currently made public, THIS is why we need

something like #blacklivesmatter, kneeling protests, and importantly the social prophetic voice

of the church! This is just abhorrent! #risetothecall." Lisa Clark Harvin @LadyHarvin tweeted

"This has to stop!! This is why Colin took a knee!!!! We cannot just shake our heads, we must

make some noise! #blacklivesmatter #thiscouldbemyson." This user is in solidarity with a

Black Lives Matter's goal. Kaz Weida @kazweida tweeted:

> There isn't much we can do to make sense of what happened to Botham Jean. But we can
> hold Amber Guyger accountable for his murder and serve justice to send a clear message
> to police officers in America. You may not murder Black men with impunity.
> #BlackLivesMatter.
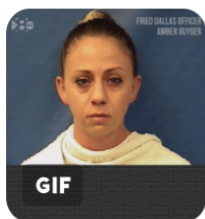
The next two users are in solidarity with the Black Lives Matter movement and urged the public

to think about these issues when voting in the Midterm Election. This tweet was in support for

Stacey Abrams, who ran for Georgia governorship, but lost partly due to voter misconduct. chuy

@Worldofff tweeted "#VoteforStacey for workers right , education reforms , immigration rights,

#BlackLivesMatter , to end police brutality, LBGT right, for the elder, to end racism, women

rights , freedom of religion, grow the economy , to move #Georgia forward 💙." Suki Sandhu

OBE @MrSukiSandhu wrote:

> The world is watching USA. You had your excuses why you didn't vote for Hillary in
> 2016. Now you know exactly what your president & administration stand for. Please be
> on the right side of history today. 👍👊✊#BlackLivesMatter #loveislove #metoo
> #TransAlly #VoteBlue.

Figure 21. Twitter (https://twitter.com) post of NFL opinion. Hashtagged #BlackLivesMatter, coded solidarity. From "@tngsmama", August 10, 2018 (https://twitter.com/tngsmama). In the public domain.

Figure 22. Twitter (https://twitter.com) post of Cyntoia Brown opinion. Hashtagged #BlackLivesMatter, coded solidarity. From "@BLMMichigan", January 7, 2019 (https://twitter.com/BLMMichigan). In the public domain.

Jason Pollock ✓ @Jason_Pollock · 17 Sep 2018

Wow! @jeniferlewis is a WHOLE MOOD tonight at the #Emmys. She's joyful supporting Kap with her Nike shirt on! This is what it looks like to fight for the culture. What a beautiful F U to white supremacy this is! #ImWithKap #TakeAKnee #BlackLivesMatter✊🏾 #StrangerFruit

💬   🔁 15   ♡ 35   ✉

Figure 23. Twitter (https://twitter.com) post of Emmy mention. Hashtagged #BlackLivesMatter, coded solidarity. From "@Jason_Pollock", September 17, 2018 (https://twitter.com/Jason_Pollock). In the public domain.

Figure 24. Twitter (https://twitter.com) post of Emmy mention. Hashtagged #BlackLivesMatter, coded solidarity. From "@JosBurg", September 17, 2018 (https://twitter.com/JosBurg). In the public domain.

Figure 25. Twitter (https://twitter.com) post of Botham Jean mention. Hashtagged #BlackLivesMatter, coded solidarity. From "@drantipas", September 8, 2018 (https://twitter.com/drantipas). In the public domain.

Figure 26. Twitter (https://twitter.com) post of Botham Jean mention. Hashtagged #BlackLivesMatter, coded solidarity and support. From "@LadyHarvin", September 8, 2018 (https://twitter.com/LadyHarvin). In the public domain.

Figure 27. Twitter (https://twitter.com) post of indictment of police officer Amber Guyger mention. Hashtagged #BlackLivesMatter, coded solidarity. From "@kazweida", November 30, 2018 (https://twitter.com/kazweida). In the public domain.

Figure 28. Twitter (https://twitter.com) post of Midterm Election mention. Hashtagged #BlackLivesMatter, coded solidarity. From "@Worldofff", November 6, 2018 (https://twitter.com/Worldofff). In the public domain.

Suki Sandhu OBE @MrSukiSandhu · 6 Nov 2018
The world is watching USA.

You had your excuses why you didn't vote for Hillary in 2016.

Now you know exactly what your president & administration stand for.

Please be on the right side of history today.

👍👊👆

#BlackLivesMatter✊🏾
#loveislove
#metoo🙅
#TransAlly
#VoteBlue

💬 1   🔁 4   ♡ 20   ✉

Figure 29. Twitter (https://twitter.com) post of Midterm Election mention. Hashtagged #BlackLivesMatter, coded solidarity. From "@MrSukiSandhu", November 6, 2018 (https://twitter.com/MrSukiSandhu). In the public domain.

Identity. Through the process of construction in identity, the person thinks about action as self-identification, defining how the field should be organized, which can be an issue; and a person can think in this moment, who am I and who am I over time, comparing yesterday or tomorrow (Melucci, 1995). There were eight Twitter (https://twitter.com) posts, coded as representing Identity.
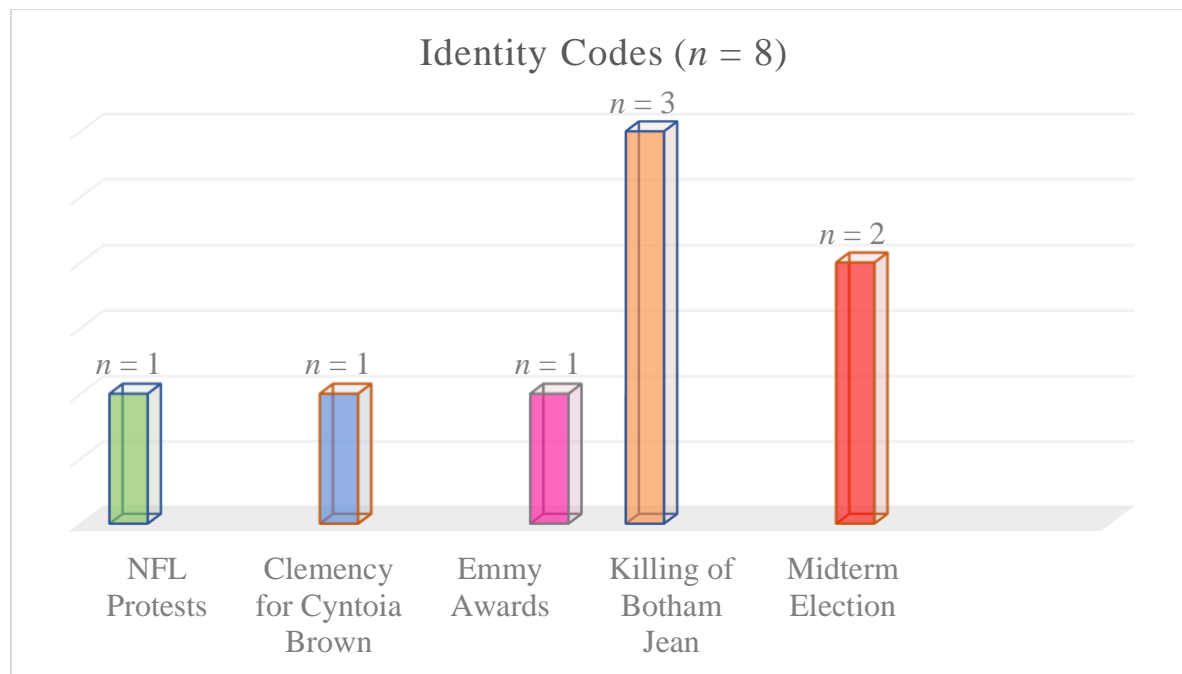
Figure 30. Identity codes distributed by event.

The power of identity and sense of one's being was portrayed perfectly in the following posts for these Twitter (https://twitter.com) users. This poster urges the public to not allow White Supremacists to change our story, in relation to the NFL protests ($n = 1$). Z'od M'agus Wepwawet @ZodMagus tweeted "Don't let these White supremacists change our narrative. #BlackLivesMatter." This post reveals the user did not realize a personal identity, in regard to the clemency for Cyntoia Brown's announcement ($n = 1$). pierre bennu @exittheapple tweeted "Clemency for Cyntoia Brown!! I just let out a long exhale I didn't even know was in me." One user identified a show to real life in this post ($n = 1$) relating to the Emmy Awards. Quaishaun

Colbert @QuaishaunC wrote "#SevenSeconds was a good show that is so relevant to what's going on in real life. #BlackLivesMatter Congrats, @ReginaKing !! 👏🏾👏🏾👏🏾 #welldeserved #emmys #emmys2018 @TheEmmys." The following tweets (*n* = 3) relating to the killing of Botham Jean, related to the identity of person, regardless of race. Tim Wise @timjacobwise wrote:

> Funny how the #AllLivesMatter folk never raise their voices when Blacklife is snuffed by cops as w/this lying #DallasPolice officer most recently. So does ALL not include black? Bc that's what you're saying, in effect. You do realize that right? We. See. You. #BlackLivesMatter.

Terryn 🐘 @terrynn_x tweeted:

> #BlackLivesMatter isn't just a hashtag, it's a lifestyle bc of senseless behaviors like this that continuously happen to African Americans on a DAILY basis. This behavior is intolerable and goes unseen & undiscussed by the same people saying "racism doesn't exist." #fresheyes.

Jared Mayes @jaredqmayes tweeted:

> Botham was most outspoken out of anyone I know about #BlackLivesMatter. As a conservative White male Christian, I mostly heard negativity about the movement. Both Botham's words and his character changed my mind. I believe all people are made in the image of God. Be like Botham.

The last two posts, are coded as representing identity, first with a women's son, and second regarding identity politics. Cold Hands, Cold Feet. @rustystubbs tweeted "I'm voting for my older son, who is a young Black man, and he deserves a justice system that will see him as a citizen with the same rights as his White brother. #BlackLivesMatter." Ideas Matter NY @ContestEntry411 wrote "If you're sucked into the #IdentityPolitics ridiculousness of the day, but still care about #liberty - Vote for the only person of color for NY Governor. Vote @LarrySharpe #NYGov #Sharpe4Gov #BlackLivesMatter #POC #PeopleOfColor #Libertarian #IVoted #BeAVoter #ElectionDay."

Figure 31. Twitter (https://twitter.com) post of NFL opinion. Hashtagged #BlackLivesMatter, coded identity and support. From "@ZodMagus", August 10, 2018 (https://twitter.com/ZodMagus). In the public domain.

Figure 32. Twitter (https://twitter.com) post of Cyntoia Brown opinion. Hashtagged #BlackLivesMatter, coded identity and solidarity. From "@exittheapple", January 7, 2019 (https://twitter.com/exittheapple). In the public domain.

Figure 33. Twitter (https://twitter.com) post of Emmy mention. Hashtagged #BlackLivesMatter, coded identity. From "@QuaishaunC", September 17, 2018 (https://twitter.com/QuaishaunC). In the public domain.

Figure 34. Twitter (https://twitter.com) post of Botham Jean mention. Hashtagged #BlackLivesMatter, coded identity. From "@timjacobwise", September 8, 2018 (https://twitter.com/timjacobwise). In the public domain.

Figure 35. Twitter (https://twitter.com) post of Botham Jean mention. Hashtagged #BlackLivesMatter, coded identity. From "@terrynn_x", September 7, 2018 (https://twitter.com/terrynn_x). In the public domain.

Figure 36. Twitter (https://twitter.com) post of Midterm Election mention. Hashtagged #BlackLivesMatter, coded identity. From "@rustystubbs", November 6, 2018 (https://twitter.com/rustystubbs). In the public domain.

Figure 37. Twitter (https://twitter.com) post of Midterm Election mention. Hashtagged #BlackLivesMatter, coded identity. From "@ContestEntry411", November 6, 2018 (https://twitter.com/ContestEntry411). In the public domain.

Collective action. The organization creates new languages and goals as the collective action (Melucci, 1995). There were six Twitter (https://twitter.com) posts, coded as representing Collective Action, with four of these within thread of Clemency for Cyntoia Brown event and two for the Indictment of Amber Guyger.
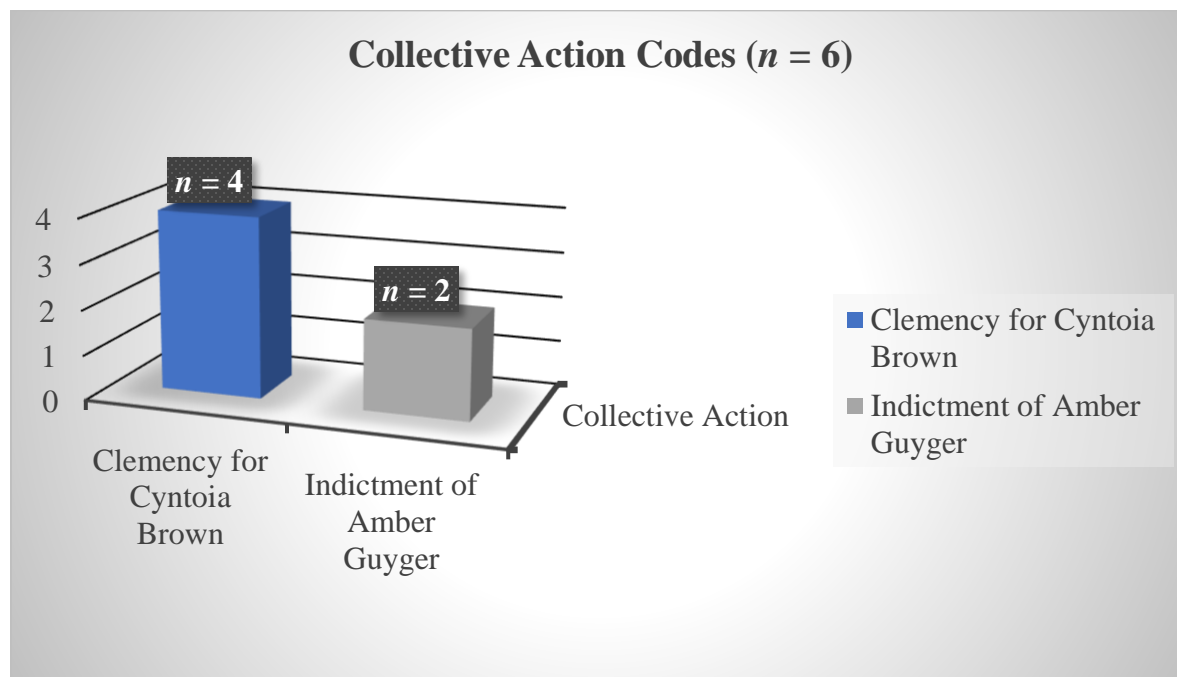
Figure 38. Collective Action codes distributed by event.

Tweets that acknowledged collective action from the Black Lives Matter organization are as followed. Tai Brown @itstaibrown wrote "Thank you to the tireless fight of the @BLM_Nashville and #BlackLivesMatter organization for your strength, consistency and community." Melina Abdullah @DocMellyMel tweeted "VICTORY for #CyntoiaBrown!!! Every call, email, letter, petition, and prayer made a difference. Thankful for the grassroots efforts that demanded justice and the vision and leadership of @blm_nashville @blklivesmatter @BLMLA #BlackLivesMatter #BlackGirlsMatter." Kelly McCartney @theKELword wrote "Huge shout out to @BLM_Nashville for confronting Haslam at the library a few weeks back and all the rest of the efforts. #ourvoicesmatter #womenmatter #blacklivesmatter." Kudjoe

Lewis @Karltonx_ wrote "This is the reason we speak up & speak out. Collectively. This is why

we fight for #BlackLivesMatter There is some good left in the world and the political powers in

this country can make change for good." The first post relates to the Black Lives Matter

organization working to change policy, when mentioning the Indictment of Amber Guyger. (((

🌀 Cajsa 🌀))) @Cajsa wrote "#BlackLivesMatter is making a difference. It's a long way from

justice, but this indictment and the indictment in St. Louis are signs of change." Another justice

reform activist group, used the hashtag: #BlackLivesMatter. Real Justice @RealJusticePAC

wrote "Amber Guyger has just been charged with murder for killing Botham Jean. This level of

police accountability is only possible because of the growing movement for real criminal justice

reform. Our work is just beginning. #BlackLivesMatter."

Tai Brown @itstaibrown · Jan 7
: Thank you to the tireless fight of the @BLM_Nashville and
#BlackLivesMatter 🧑🏿 organization for your strength, consistency and
community. We will not stop until every #BlackGirl is safe.

💬 1   🔁 7   ♡ 18   ✉

Figure 39. Twitter (https://twitter.com) post of Cyntoia Brown opinion. Hashtagged
#BlackLivesMatter, coded collective action and quality of life. From "@itstaibrown", January 7,
2019 (https://twitter.com/itstaibrown). In the public domain.

Figure 40. Twitter (https://twitter.com) post of Cyntoia Brown opinion. Hashtagged #BlackLivesMatter, coded collective action. From "@DocMellyMel", January 7, 2019 (https://twitter.com/DocMellyMel). In the public domain.

Figure 41. Twitter (https://twitter.com) post of Cyntoia Brown opinion. Hashtagged #BlackLivesMatter, coded collective action. From "@theKELword", January 7, 2019 (https://twitter.com/theKELword). In the public domain.

Figure 42. Twitter (https://twitter.com) post of Cyntoia Brown opinion. Hashtagged #BlackLivesMatter, coded social justice and collective action. From "@Karltonx_ ", January 7, 2019 (https://twitter.com/Karltonx_). In the public domain.

Figure 43. Twitter (https://twitter.com) post of indictment of police officer Amber Guyger mention. Hashtagged #BlackLivesMatter, coded collective action through social networks. From "@Cajsa", November 30, 2018 (https://twitter.com/Cajsa). In the public domain.
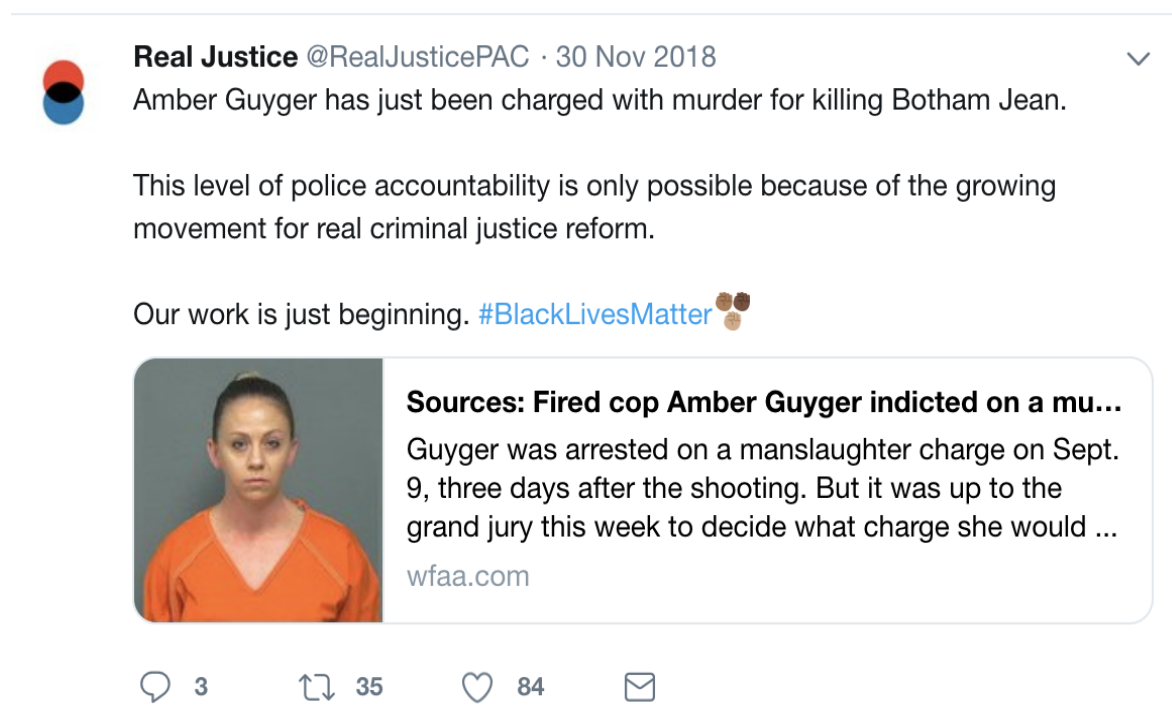
Figure 44. Twitter (https://twitter.com) post of indictment of police officer Amber Guyger mention. Hashtagged #BlackLivesMatter, coded collective action through social networks. From "@RealJusticePAC", November 30, 2018 (https://twitter.com/RealJusticePAC). In the public domain.

Emergent Codes

Five codes emerged from the Twitter (https://twitter.com) posts resulting in a total of 21 coded posts. The most prevalent was Political. Table 4 highlights the emergent codes for the Twitter (https://twitter.com) posts.

Table 4

Emergent Codes Distribution

	Emergent Codes					
Codes	Political	Support	Media Attention	Cultural	Terrorist	**Total**
Count	9	6	1	4	1	**21**

Political. The Twitter (https://twitter.com) post is relating to a political experience or situation, with the #BlackLivesMatter hashtag. In these political tweets, the user may come from a conservative or liberal standpoint and express their opinion. There were three posts for the NFL protests, one post for the Clemency for Cyntoia Brown, and five posts for the Midterm Election for a total of nine posts, coded as representing political. The following poster states that the government and protesting are separate and are not a part of a football game. Connie @ImmaBlueDot wrote:

> You couldn't be more ignorant or tone deaf if you tried. I'm an #NFL fan. Don't presume to know what I want. #America is still a #Democracy so butt out! Protests have zero affect on the game. We can multi task. #TakeAKnee #BlackLivesMatter.

The following post was coded as political, since the post was a quote from a past President, in support of protests. Mustafa Santiago Ali @EJinAction posted '"What country can preserve its liberties, if its rulers are not warned from time to time that the people preserve the spirit of #resistance"?~President Thomas Jefferson~ #TakeAKnee @HipHopCaucus #BlackLivesMatter #BREAKING #Charlottesville #CivilResistance #TakeAKneeNFL." The following poster criticized President Trump, who did not condemn his racist base- White Supremacists, but

constantly criticizes the NFL protests. Jeremy Rosenberg @JeremyR1992 tweeted "A president who condemns NFL players for kneeling in peaceful protest and doesn't condemn the White supremacist #UniteTheRight freak show is a despicable racist. Stop dancing around it. He's a racist. #BlackLivesMatter #UniteTheRight2." This poster references identity politics for the Cyntoia Brown clemency.

Mark Saltz @bookofmarke "@charliekirk11 I'm interested in your thoughts on this story, which is a cause #BlackLivesMatter has addressed. I know you "don't play identity politics" except to sell your Black Leadership Conference or to recruit members to #BLEXIT." The following poster criticized, during the Midterm Elections, Florida Democratic governor candidate Andrew Gillum's campaign. Howard Notelling @BluegrassPundit "Hey #Florida, "Did you know that Gillum was part of #BlackLivesMatter and had made opposition to a homeowner's right to self-defense a central focus of his 2014 campaign for mayor of Tallahassee?"' During the Midterm Elections, this poster criticizes Colin Kaepernick for not voting for Hillary Clinton for presidency, when she supported the Black Lives Matter organization. Sabrina Fain @sabrina_fain tweeted:

> Kaepernick didn't vote in 2016 because he thought the worst of Hillary Clinton while dismissing the real dangers of a trump presidency. Hillary was the only candidate with a plan to help #BlackLivesMatter but you know ... Bernie would've won.

The following poster criticizes President Trump for promoting racism, while showing support for Georgia Democratic governor candidate Stacey Abrams, in the Midterm Elections. Gary Ray Betz @GaryRayBetz tweeted '"Why Donald Trump's pathologies make this election unlike any other. Lying, demonization and bigotry – are being actively, openly and relentlessly encouraged by Trump" #GoVote #ElectionDay #VoteStaceyAbrams #gapol #GA06 #UGA #Dunwoody #BlackLivesMatter." The following poster urged the public to vote in the Midterm Elections,

since the person who doesn't agree with Black Lives Matter and the Me Too, sexual assault,

movement was theoretically already in line to vote. Jake @GodlessApeMan wrote:

> You know that guy you work with who has to try really hard to not be overtly racist and sexist at work? You know, the guy who scoffs whenever he overhears someone talking about #BlackLivesMatter or #MeToo? That guy is already in line to vote.

The following poster urged the public to vote in the Midterm Election, regardless of voter fraud

in Georgia and Florida. Diane Hauschildt @DianeHauschildt wrote "@DHSgov is ALL OVER

VOTER FRAUD—They're Seeing Where It Is And SQUASHING IT! —You Do Know Voter

Fraud Or Intimidation is a #FELONY Right? #BlackPanthers #Antifa #BlackLivesMatter

@POTUS Wisconsin Bringing In Nat'l Guard To Insure FAIR ELECTION!

@RealJamesWoods."

Figure 45. Twitter (https://twitter.com) post of NFL opinion. Hashtagged #BlackLivesMatter, coded political. From "@ImmaBlueDot", August 10, 2018 (https://twitter.com/ImmaBlueDot). In the public domain.

Figure 46. Twitter (https://twitter.com) post of NFL opinion. Hashtagged #BlackLivesMatter, coded political. From "@EJinAction", August 10, 2018 (https://twitter.com/EJinAction). In the public domain.

Figure 47. Twitter (https://twitter.com) post of NFL opinion. Hashtagged #BlackLivesMatter, coded political. From "@JeremyR1992", August 10, 2018 (https://twitter.com/JeremyR1992). In the public domain.

Mark Saltz @bookofmarke · Jan 7

@charliekirk11 I'm interested in your thoughts on this story, which is a cause #BlackLivesMatter has addressed. I know you "don't play identity politics" except to sell your Black Leadership Conference or to recruit members to #BLEXIT.

Cyntoia Brown granted clemency after serving 15 years in prison for …
NASHVILLE, Tenn. — The woman who was sentenced to life in prison at the age of 16 after killing a Nashville man who solicited her for sex has been
wgntv.com

Figure 48. Twitter (https://twitter.com) post of Cyntoia Brown opinion. Hashtagged #BlackLivesMatter, coded political. From "@bookofmarke", January 7, 2019 (https://twitter.com/bookofmarke). In the public domain.

Sabrina Fain @sabrina_fain · 6 Nov 2018

Replying to @Ange_Amene @ReginaA1981

Kaepernick didn't vote in 2016 because he thought the worst of HIllary Clinton while dismissing the real dangers of a trump presidency. Hillary was the only candidate with a plan to help #BlackLivesMatter but you know ... Bernie would've won.

1   9   55

Figure 49. Twitter (https://twitter.com) post of Midterm Election mention. Hashtagged #BlackLivesMatter, coded political. From "@sabrina_fain", November 6, 2018 (https://twitter.com/sabrina_fain). In the public domain.

Figure 50. Twitter (https://twitter.com) post of Midterm Election mention. Hashtagged #BlackLivesMatter, coded political. From "@GaryRayBetz", November 6, 2018 (https://twitter.com/GaryRayBetz). In the public domain.

Figure 51. Twitter (https://twitter.com) post of Midterm Election mention. Hashtagged #BlackLivesMatter, coded political. From "@GodlessApeMan", November 6, 2018 (https://twitter.com/GodlessApeMan). In the public domain.

Figure 52. Twitter (https://twitter.com) post of Midterm Election mention. Hashtagged #BlackLivesMatter, coded political. From "@DianeHauschildt", November 5, 2018 (https://twitter.com/DianeHauschildt). In the public domain.

Support. The following posts were coded as relating to support of protest or any action, with six total posts: three NFL protests, one for the Killing of Botham Jean, and two for the Indictment of Amber Guyger. The following are direct supporters of the NFL protests for Black lives. Arya Snark @AryaResists stated "I support the NFL football players bringing awareness to police brutality in a way that is consistent with our American history and values. #BlackLivesMatter #TakeAKnee #WeAreThePatriots." Chet Powell @ChetPowell wrote "This would be a good time for me to reaffirm that my support for @Kaepernick7 & the NFL players (& any others) who #TakeAKnee for #BlackLivesMatter does not have an expiration date. I'm here for the duration." Z'od M'agus Wepwawet @ZodMagus tweeted "Even though I'm still boycotting the NFL I'm glad to hear that the protest over police brutality and systemic racism against Black people is still going strong." The following poster supports the family of Botham Jean, hoping the officer will be indicted. Lisa Clark Harvin @LadyHarvin "My heart ACHES for the mother and family of Botham Shem Jean!!This officer should be punished to the fullest extent of the law!!!" The last two posters, supported the Indictment of Amber Guyger, and desires a guilty verdict. Sally Hunt @sallybhunt wrote "Thank goodness. Now she needs to be

found guilty. Former Dallas police officer Amber Guyger was just indicted on murder charges in the death of her neighbor she killed inside his apartment, Botham Jean. #Blacklivesmatter #whitesilenceisviolence." Je' @Je1774 tweeted "Closer but not yet! A guilty and 30-year prison sentence would be the closet justice for Jean, short of never being murdered!!! #BlackLivesMatter."

Figure 53. Twitter (https://twitter.com) post of NFL opinion. Hashtagged #BlackLivesMatter, coded support. From "@AryaResists", August 10, 2018 (https://twitter.com/AryaResists). In the public domain.

Figure 54. Twitter (https://twitter.com) post of NFL opinion. Hashtagged #BlackLivesMatter, coded support. From "@ChetPowell", August 10, 2018 (https://twitter.com/ChetPowell). In the public domain.

Figure 55. Twitter (https://twitter.com) post of Botham Jean mention. Hashtagged #BlackLivesMatter, coded solidarity and support. From "@LadyHarvin", September 8, 2018 (https://twitter.com/LadyHarvin). In the public domain.

Figure 56. Twitter (https://twitter.com) post of indictment of police officer Amber Guyger mention. Hashtagged #BlackLivesMatter, coded support. From "@sallybhunt", November 30, 2018 (https://twitter.com/sallybhunt). In the public domain.
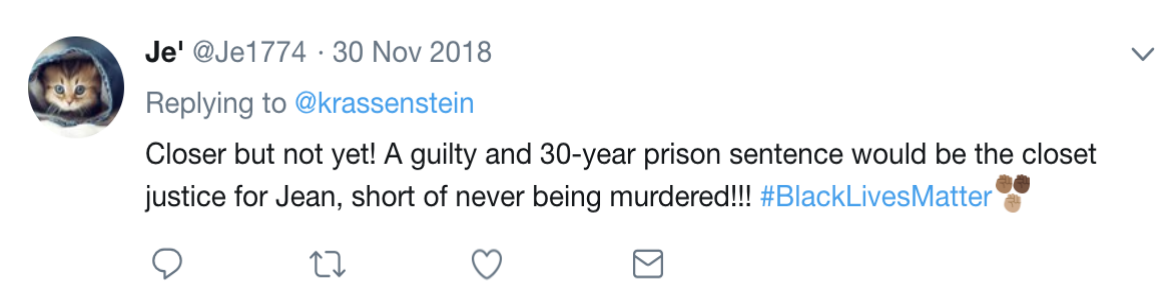
Figure 57. Twitter (https://twitter.com) post of indictment of police officer Amber Guyger mention. Hashtagged #BlackLivesMatter, coded support. From "@Je1774", November 30, 2018 (https://twitter.com/Je1774). In the public domain.

Media attention. When poster discusses extra or lack of media attention, one post relating to the Cyntoia Brown's clemency gained more media attention than other Black lives. Mak!! @MakEdwards_ "No tea no shade but I wonder why I haven't seen any "woke" females posting about Cyntoia Brown being granted clemency today. It's funny how only certain lives get attention in the media. #BlackLivesMatter, here again."

Figure 58. Twitter (https://twitter.com) post of Cyntoia Brown opinion. Hashtagged #BlackLivesMatter, coded media attention. From "@MakEdwards_", January 7, 2019 (https://twitter.com/MakEdwards_). In the public domain.

Cultural. Post is relating to a cultural event or situation, three for the Emmy Awards and one for the Killing of Botham Jean, in which the poster mentions two female rappers Nicki Minaj and Cardi B and the hashtag #BlackLivesMatter. The posters for the Emmy Awards, are as followed. MediaKing @MediaKingSC wrote "Emmys: Regina King Wins Lead Actress in a Limited Series for Netflix's 'Seven Seconds' #STOP @FAKECRIMES vs. #BlackCommunity #blacklivesmatter #blacktwitter https://variety.com/2018/tv/news/regina-king-lead-actress-limited-series-netflix-seven-seconds-1202936154/#utm_medium=social&utm_source=twitter&utm_campaign=social_bar&utm_content=bottom&utm_id=1202936154 … via @variety." AdanmaOnyedikeBarton @divawho tweeted "So we can get nominated, but do #BlackLivesMatter enough to win? #Emmys." Pigskin Papa Politics @PPapaPolitics wrote "Lewis is 61 years old and just doing it on the red carpet. #JustDoIt #ImWithKap #BlackLivesMatter #Emmys." This poster referenced a rap beef, fight, between two American rappers. Jailain @jailainhollon wrote "I hope some of you take a break from laughing at Cardi & Nicki for #BothamShemJean."

Figure 59. Twitter (https://twitter.com) post of Emmy mention. Hashtagged #BlackLivesMatter, coded cultural. From "@divawho", September 17, 2018 (https://twitter.com/divawho). In the public domain.

Figure 60. Twitter (https://twitter.com) post of Emmy mention. Hashtagged #BlackLivesMatter, coded cultural. From "@PPapaPolitics", September 17, 2018 (https://twitter.com/PPapaPolitics). In the public domain.

Figure 61. Twitter (https://twitter.com) post of Botham Jean mention. Hashtagged #BlackLivesMatter, coded cultural and quality of life. From "@jailainhollon", September 7, 2018 (https://twitter.com/jailainhollon). In the public domain.

Terrorists. Poster mentions group as terrorists. The following conservative poster refers to the Black Lives Matter organization as a terrorist group, during the Emmy Awards. Spectre Of Chaos @spectre680 wrote "These are the people that #BlackLivesMatter gives succor towards, because #BLM is a hate group of terrorists. #MeToo #Kavanauguh #ConfirmKavanaugh #Emmys #VMas #TimesUp https://www.youtube.com/watch?v=VKxYPCIMt54 …"

Figure 62. Twitter (https://twitter.com) post of Emmy Awards mention. Hashtagged #BlackLivesMatter, coded terrorists. From "@spectre680", September 18, 2018 (https://twitter.com/spectre680). In the public domain.

Interview Findings

Five volunteers, who associated with the Black Lives Matter movement, were interviewed during February and March, 2019. Each of the five participants reported active engagement in the Black Lives Matter movement, with four active within one specific chapter of the organization. Telephone and in-person interviews were relatively short lasting between 15 and 20 minutes conducted in a location selected by the participant. These participants each have their own perspectives of the Black Lives Matter movement and were willing to share their views. In addition, they explained how they use and interact with the social media medium,

Twitter (https://twitter.com). Generally, these members of the Black Lives Matter movement fight on behalf of perished and harmed people of color, via tweeting, protests, marches, and influencing and changing policy on the local and national levels. Participants included one female and four males ranging in age between 26 and 70. Occupations reported included engineer, educator, and organizer. All participants identified as Black and each reported the desire to improve overall quality of life for Black folks. Reported frequency of Twitter (https://twitter.com) use varied by participants with most indicating a medium frequency. High Frequency is defined as a participant using Twitter (https://twitter.com) throughout the day, tweeting and retweeting. One participant had high frequency, reporting use of at least four times daily. Three participants had Medium Frequency, meaning a participant uses Twitter (https://twitter.com) a least once a week and may or may not retweet. One of these participants reported use weekly, while the other two participants reported from two to three times of use per week. Lastly, one participant identified as Low to No Frequency. Though the Black Lives Matter organization uses Twitter (https://twitter.com), this participant personally did not use Twitter (https://twitter.com) although acknowledges the importance of social media in the organization.

Perceptions of the Black Lives Matter movement shared were coded as being negative, positive or no knowledge/inaccurate knowledge. Participants cite, in the following quotes, that some social media users have a negative connotation of Black Lives Matter movement, specifically about not being inclusive and there is an increase of White Supremacists using the medium. "You have some social media users that think the movement is not inclusive. So, you have some users that don't think it's inclusive, they don't support it at all."

> And then you have the trolls. And then you have those who are actively working against the movement. I think you have a broad spectrum. You've got a ton of White

Supremacists using social media. It's interesting that Facebook (https://www.facebook.com) division is not promoting White Nationalists on social media, as evidence that the fact of lot of White Nationalism has gone unchecked.

Two participants say that Black Lives Matter is well received with positive views, with a variety of allies who support the movement and the organization. "You have other users, you have other people within the movement, who are on social media- they think it's great. Overall, I think it's well received, for the most part." "There's always on social media a broad spectrum of users. Some consider themselves allies and accomplices." One participant states that some people do not know what is happening with Black Lives Matter. Three participants state that some social media users have a complete misunderstanding of what Black Matters is, stating they don't understand it, they give misinformation, that the group is separatists and not inclusive of other races, and fake Black Lives Matter groups are live on social media. "You have some that don't understand it." "They just have their own interpretation of what's going on with what Black Lives Matter is, whether it's truthful or not."

> Yeah, I think that there is a lot of misconceptions and misinformation about the Black Lives Matter movement. I mean for one, you know, Black Lives Matter in of itself is a phrase in which it was founded by and created by three people and formed into an organization, a chapter-based organization. But also, I think a lot of people just use the term Black Lives Matter to define a lot of different things, right. So that is, part of that misinformation is a lot of intentional and targeted misinformation about what we are about, what our purpose and goal is, what we are really in, and folks having a rise of instances of Black Supremacist organizations. You know, things like that, which are untrue, categorizing as separatist, or other organizations that are not willing to work with folks of other races.

> …but it is also very easy because there is just this robust world of the Internet, that we just can't control the discourse on, or whatever. It's very easy for there to be misinformation, for there to be fake Black Live Matter groups, and whatever else. So, I think, you know, it is both a positive and a negative, for us.

Interview Thematic Analysis

Thematic analysis of the interview transcripts involved the themes of *social justice* and

the social movement framework with its five codes (*autonomy, quality of life, solidarity, identity,*

collective action). Emergent themes included *personal emotions, motivations for Twitter*

(https://twitter.com) and/or Black Lives Matter participation, and role of media. Table 5 below

includes the codes within each of the five themes.

Table 5

Interview Themes with Codes

THEMES	Social Justice (*n* = 2)	New Social Movement Framework (*n* = 5)	Personal Emotions (*n* = 4)	Motivations for Participation (*n* = 8)	Role of Media (*n* = 3)
CODES	Social justice	Autonomy	Emboldened	Affirmation	Media framing
	Social injustice	Quality of life	Powerless	Ease of use	New mediums
		Solidarity	Sense of being targeted	Educational	Controlling the narrative
		Identity		Communication	
		Collective action	Traumatized	Influence	
				Policy	
				Mobilizes the citizenry	
				Personal process for growth	
				Recruit	

Social justice. The social justice theme relies on Miller's (1999) definition: how a

person, or group of people have less advantages compared to others in society. Two participants

spoke about social justice theme. This participant spoke very vividly about how the movement

supports efforts for ensuring justice for victims, in the following quote:

Definitely, I am a member of Black Lives Matter. I've been a member for over three years now. I've been pretty intricately involved in what we are doing for the past three years, looking for a number of things. Obviously, for justice, for individuals and families, and those who have been murdered by police.

Social Injustice was discussed, with one participant speaking of how some people are unaware of social injustice and needs to be woke, being socially aware, to what is happening in this world:

Put it this way, I think there are Black folk who really don't want to be at peace with that truth. In some ways I get it – I do; but you got to wake the fuck up. For whom the bell tolls. It tolls for them – it's coming. And then non-Black folks who have to dealing with the anti-Black world, so they got to filter through all of that. How their legacy of anti-Blackness contributes to how they don't see Black death. How they contribute to Black death. And White folks, who think damn Thanksgiving is a Holiday. That's still a, you know, I mean. So many intersections there right, but I think it resonates strongest with Black people. We don't see our own trauma.

New social movement framework. Each of the five codes of the social movement framework were evidenced through the interviews. Most frequently coded were solidarity ($n = 4$) and identity ($n = 4$). Autonomy was coded twice; quality of life and collective action each coded three times. The count for the New Social Movement Framework codes are in Table 6 below.

Table 6

New Social Movement Framework with Codes

THEME	New Social Movement Framework
CODES	Autonomy ($n = 2$)
	Quality of Life ($n = 3$)
	Solidarity ($n = 4$)
	Identity ($n = 4$)
	Collective Action ($n = 3$)

Autonomy. Within the organization, autonomy includes self-help, decentralization and self-government in conjunction with, opposing bureaucracy, control and dependence (Offe, 1985). This participant spoke about Black Lives Matter's strong presence in metropolitan areas, like Washington D.C. and Baltimore, MD and about the organization's autonomy:

> I think the reality of the whole Black Lives Matter movement is that it's regional. It's more powerful in certain areas. In the Baltimore and DC area where many of the leadership is- is very strong. And some places, say Orlando, FL, it may not have the robust leaders and get attention that it has up there, but you have some representation still.

> …it is a very powerful movement, started by a younger person…to take control of their own community, let their voices be heard, to do everything from vote to organize, because often times, we're not out manned, we're out organized.

Quality of life. Habermas (1981) cites that within new social movements, there can be clear issues like quality of life. Issues relating to any aspect of life or anything in general, including life conditions (Offe, 1985). This participant spoke about desiring a world where Black people can grow and enjoy freedom:

> I believe that we are engaged in a revolutionary struggle for Black freedom and Black flourishing. I believe there's a continuity between the movements of previous generations and the work of the movements today. And I believe we're striving to create a world where we deserve to live with dignity and freedom for Black people.

The same participant spoke about how the Black Lives Matter organization honors people who have lost their lives due to police brutality or vigilante: "Any time there's been a police murder or a murder by vigilantes, where one of our people were stolen, we say their names, and we also say Black Lives Matter."

Solidarity. By sharing a collective identity with members of the organization, solidarity is recognizing or being recognized as part of a social relationship (Melucci, 1985). This

following participant is not a member of the Black Lives Matter organization, but is in solidarity

with the organization, believing in their core value:

> I think my level of participation in the Black Lives Matter movement- I think it is very substantial. I'm not officially with the movement, but I agree with the concept, without a shadow of a doubt that Black Lives Matter.

The following Black Lives Matter chapter was in solidarity with their Chicago chapter, and

protested on their behalf: "…we had a no cop Academy active today in solidarity with Chicago

because their cop academy contract was done…in Los Angeles, we have to protest on their

behalf of solidarity."

The Black Lives Matter members are in complete solidarity with the families who have lost a

loved one, as stated by one of the participants.

 Identity. Through the process of construction in identity, the person thinks about action

as self-identification, defining how the field should be organized, which can be an issue; and a

person can think in this moment, who am I and who am I over time, comparing yesterday or

tomorrow (Melucci, 1995). Three of the participants spoke about Blackness as part of their

identity, with two dedicating their lives to activism for Blacks. The following quote was stated

by a participant who said it takes everyone to build Black power, which is part of identity: "So

sometimes people speak against them, but I'm not, I have a concept that we work with inheriting

less builds. And we're working to build Black power, and that takes all of us to do that." The

following quotes demonstrates how the participants dedicated their lives to the Black liberation

and the Black Lives Matter movement: "In 2014, I dedicated my life. My participation is my

life." "I have been an activist for the past 47 years; focused on Black Liberation." The

following participant went through a journey of personal identity, deeming it a sickening

process:

Yes, yes I am an activist for Black Lives because it was a process. You have to get awakened to that, I think, because I think when you are born in this country, you go through a sickening process. A process where you deny yourself. As a Black person you go through a sickening process. That devalues your territory to the people.

Collective action. The organization creates new languages and goals as the collective

action (Melucci, 1995). In the following quote, this participant supports the Black Lives Matter

organization, noting that organization works with others collectively for an action goal:

And in the movement, I support their initiative, because it takes everybody to work hand-in-hand. So they're doing some great things on their own accord, and I think I'm doing some moderately special things on my accord, and there are many working.

The same participant spoke about how the Black Lives Matter organization has worked

collectively with other organizations, like the Florida Rights Restoration Coalition, to help get

voter rights restored:

Every day, they've supported, specifically people in Florida, supported our voter rights restoration effort put on by Florida Rights Restoration Coalition and they talked to persons who were returning citizens, who were returning citizens, trying to get their rights restored. They highlighted them in a good fashion.

The following quote is from a participant who spoke about working collectively with other

activist groups and the community to work to eliminate state sanctioned violence for all people:

Also, you know very unsure of how it works, really in heavy coalition with other communities and with other progressive groups. And, you know fight right alongside of other mothers and families who have been victims of racist violence, or many who are not Black, work as a coalition of those we support, or with on a regular basis, are not Black. Although we definitely do, see if we can continue to uplift oppression and abuse of folks by the system. We know it's not limited to Black folks, right. And then the ultimate goal of our organization is, from all of our members, is to eliminate state sanctioned violence, and not just against Black people.

Emergent Themes

Three additional themes emerged from the interviews: personal emotions, motivations for

participation in the Black Lives Matter movement, and the role of media within the movement.

The theme personal emotions, include codes: emboldened, powerless, sense of being targeted

and traumatized. Motivations for participation, include codes: affirmation, ease of use, educational, communication, influence policy, mobilize the citizenry, personal process for growth, and recruit. Role of media codes include: media framing, new mediums, and controlling the narrative. Each of these themes were prevalent throughout the interviews. The emergent themes with codes from the interviews are in Table 7.

Table 7

Emergent Themes with Codes

THEMES	Personal Emotions (*n* = 4)	Motivations for Participation (*n* = 8)	Role of Media (*n* = 3)
CODES	Emboldened	Affirmation	Media framing
	Powerless	Ease of use	New mediums
	Sense of being	Educational	Controlling the
	targeted	Communication	narrative
	Traumatized	Influence Policy	
		Mobilizes the citizenry	
		Personal process for	
		growth	
		Recruit	

Emotions. The following are the emotional reactions that participants spoke about during their interview.

Emboldened. Feeling empowered and confident to take action. Four of the participants reported feeling emboldened to the movement and being an activist. The first participant felt encouraged to tweet about the Black Lives Matter movement at least twice a day within a period in time: "I think between 2014 and 2016, I used it at least twice a day. I would say like: No justice. No peace. #BlackLivesMatter." The second participant exclaimed love for the Black people and the need to continue the legacy for the Black Lives Matter movement: "So, what do I

use it for? I use it to continue that legacy of like, we need to love each – we need to love Black people. Deeply!" The third participant represented three generations of activism and that fighting for Black Lives is life: "I spend my time, energy and resources fighting for social justice. I don't do anything else. I've never done anything else. I represent three generations of activism and that is all your life." The fourth participant felt empowered to work with other groups and continue to work actions with Black Lives Matter:

> I'm pretty heavily involved, to be honest. As a member, generally I am also a member of the Labor Committee, which kind of works to connect union organizers and union members. And connect those students to racial justice for Black lives. And I am also a member of our action team, which pretty much finds a lot of our ongoing actions. A lot of our more visible work that we do as well.

Powerless. The following participant compared living in the United States to the war in the Middle East, since Blacks are powerless, a feeling of being unable to take action, against being hyperpoliced. The participant also cites Tamir Rice, a Black child killed by a police officer, when he was playing with a toy gun:

> LAPD has so many murders by the police. I am talking now as a veteran of the United States Army; this is a hostile environment. This is, what do you call it, Theater of War. Theater of War. So, if you ever go to Israel, in Israel you will see a blockade between Israelis and Palestinian people. The way that Palestinian people are treated, it is a theater of war. Tanks coming down, they have to go through these blockades, when they are killed by the police, there are no questions asked, I mean it is okay. Kids are considered counterinsurgents, right? Tamir Rice is a good example of that, right? So, when you come here LAPD and LA County; two large police department, and LAPD, Los Angeles Sheriff's department, Three, the California highway patrol. You know exactly what is going on. Black people are 90%, right? Of this county. Why are we so hyper policed? Why are we so hyper patrolled? Why are we so hyper killed? I have all these questions. I really believe, since we are living in a theater of war, they see us as an enemy, versus as a, or citizens, or people. I really believe. You can't kill that many people and also get away with it, because of Jackie Lacey. And I call it a theater of war.

Sense of being targeted. This participant reported a sense of being targeted, a feeling that someone is seeking to attack and do harm, and stated that people are being killed: "No

because people are just and your narrative and history as a people, but they are also killing you

and destroying you as an indigenous folk."

Traumatized. The following participant indicated experiences of trauma, when speaking

about the Black Lives Matter movement. In addition, the participant cited the killing of Philando

Castille, who was shot by a police officer, with the incident being broadcasted on Facebook

(https://www.facebook.com) Live by Castille's girlfriend, Diamond Reynolds in Minnesota.

> I know it gives people awareness. The thing about the Black Lives Matter
> movement…our issue is very tough. We have to shove our traumas, as Black people, we
> have to shove our traumas into people's faces. Which is people getting murdered – right?
> You remember Philando Castille? That – After Philando Castille, I said no - I will never
> watch a shooting again. Yeah, I will never do it again. I thought it, that was going to
> wake us up, wake everybody up, I did. Because, you know, we don't want to organize
> this shit. We don't – right? We organizing around this stuff. So when that moment
> happens, we hurt, too, as organizers we hurt. We have to go through traumatic responses.
> So, I think that people in social media are getting traumatic responses.

This participant also expressed anger and angst over a comment stated by President Obama.

"Obama, the President, got up on the stage and said we are a nation of immigrants. What kind of

self-hate is that? To say that - as a Black President."

Motivations for Twitter and/or BLM participation. The following codes are related to

the motivation of using the social media platform Twitter (https://twitter.com) and for the Black

Lives Matter participation, which include: affirmation, ease of use, educational, communication,

influence policy, mobilize the citizenry, personal process for growth, and recruit.

Affirmation. Two participants spoke about how Black Lives Matter was used for

affirmation- emotional support and encouragement. The first participant proclaimed that

founders Alicia Garza and Patrisse Cullors brought affirmation to the Black Lives Matter

movement, by first writing a letter, and then creating the hashtag:

> …bring affirmation to us, that's how it started, right? It was a love letter. Alicia Garza
> wrote a love letter when George Zimmerman was exonerated, that she wrote this love

letter and at the end of it Black Lives Matter. Patrisse would catch on, hashtag at the end of it Black Lives Matter. From the hashtag, it became a movement.

The second participant stated that affirmation was needed since people were using social media to connect with the Black Lives Matter movement after seeing killings by the police, without any accountability:

> For one, it's something that I think was kind of created in this age of social media. Right, like the phrase Black Live Matter became very popular, as like the hashtag, as a response to Black folks seeing this stuff in the media every day of how people get killed by the police, seeing little to no accountability. And I think it is also, as our society gets more and more fragmented, folks turn to the Internet more for connection.

Ease of use. Three of the participants stated that social media is an easy way for people to get in involved with the Black Lives Matter movement. One participant states that social media is just extremely easy to use: "One, it's easy. Two, because it's easy. It doesn't require much effort." The other two participants stated that the Black Lives Matter movement is easy to become involved in on social media, and it's easy to look up, and; in turn, is a form of passive activism: "You know I think that it's a passive form of activism for some people. It allows some people who aren't more directly engaged to feel like they know what's happening in the movement."

> I think, that's how a lot of folks have been drawn to the movement and to figuring out what is going on, right, just by looking up. And I think that is a blessing and a curse, right, because it's in some ways really good for someone to be involved; by just looking us up, and then showing up…

Education. Two of the participants stated that the Black Lives Matter organization use Twitter (https://twitter.com) to educate the public about the movement and events, and that users perceive the Black Lives Matter movement as educational.   The following are two quotes from each of the participants. "Well also to explain why this event or this action and to use it as a tool

for education." "…educational information that I'm sharing. You know, obviously, as an educator, there is always a role of educating and I use social media for that purpose."

Extremely valuable means for communication. All five participants cited the use of Twitter (https://twitter.com) by activists and social media users are an extremely valuable use of communication. Participants stated that social media is used for promotional purposes and to engage and inform people: "The Twitter (https://twitter.com) and Instagram (https://www.instagram.com) is kind of what we use for letting folks know what's going on, and not for our own members." "Twitter (https://twitter.com) in itself is a kind of tool that we use to let the broader community know what is going on or what we're doing or we're fighting against or uplift certain issues or events…" The first participant spoke about how the Black Lives Matter activists use Twitter (https://twitter.com) to bring perspective and meaning to the post:

> I see them using it. I see them doing it well, for one. I see them doing it by creating events, I see them by sharing events, sharing pictures, sharing videos. Instead of saying, we're doing this event, it's saying that they're giving you a greater perspective about who this event affects, and why you need to be a part of the event. They're very good about posting videos. And not doing things to ceremonial, or to get a selfie, a picture, or put on a liberation outfit that someone is saving for the proper occasion. So, they're involving people that are affected.

Another participant stated that the Twitter (https://twitter.com) use is for a rapid response. Organizer Tanya Faison, President of the Black Lives Matter chapter Sacramento, used it to mobilize a crowd in Sacramento after the District Attorney did not charge the two police officers for killing Stephon Clark, a Black man shot when his cellphone was mistaken for a gun:

> Talking about it. Sharing the video. Mobilize like in Sacramento. Tanya Faison organizing, awesome re-tweeting, getting folks out. Like one tweet, after the DA's decision: Get out to the crowd now! That was the tweet. That was Faison. Yeah, so using it for rapid response. It's a good way. Moving it forward, awareness, around awareness.

The same participant stated that another major event that Twitter (https://twitter.com) was used for was to quickly inform people to protest after Mike Brown, was shot and killed by a police

officer in Ferguson, Missouri: "So tweeting is doing a lot. So, Twitter (https://twitter.com) was a

way that got people off to Ferguson, people don't know that. Social Media was really the fastest

that really kinda storm." The same participant spoke about how that the Black Lives Matter

organization uses that medium to inform the public about events and to hold Twitter

(https://twitter.com) townhalls, in which various social media users can discuss events:

> Using Twitter (https://twitter.com)? We call them Twitter (https://twitter.com) town
> halls. That's a thing. Twitter (https://twitter.com) town halls. You remember that?
> That's a thing where people have to schedule a Twitter (https://twitter.com) town hall. Go
> in on a topic with like people across the country or across the world. Which are very
> effective I found.

> **Influencing policy.** Three of the participants spoke about how the Black Lives Matter

organization is working politically, to change law and policy in the local and regional levels, and

to work against state-sanctioned violence: "I see Black Lives Matter as the spark that rekindles a

lot of dry wars, and it is been; because Black Lives Matter is focused on ending state sanctioned

violence and all its forms- social, political, and economic…"

This participant said the goals are to ultimately change laws and policies:

> But, also to see changes in laws and policies, right? That allow the police to continue to
> murder both Black folks and all folks. With impunity and some of the other things we are
> pushing for; more access to information and all these things that we are essentially
> fighting against, state sanctioned violence. So, I definitely see myself as an activist for
> Black lives. But also, generally as an activist against state sanctioned violence that affects
> all folks, especially oppressed groups.

The following participant spoke about using the #BlackLivesMatter hashtag politically: "I also

use the hashtag in relation to both political…information I'm sharing." The participant also

spoke about using "Twitter (https://twitter.com) strategically for political purposes." The

following quotes were said from the same participant about using actions to help to change

policies:

I am. I'm an organizer, yeah. Okay- how are you an activist for Black Lives? Yes, I'm affiliated with our chapter of Black Lives Matter, which is the first, the original chapter of the movement. And I participate and organize on a weekly basis, use actions, that is focused on holding police accountable for when they murder our people…

Yeah, I lead a number of initiatives within the movement and I also actively participate on a weekly basis in a variety of action, so we engage in political work at the local and regional level, and also nationally and internationally. And I am intimately involved in all of our movement building work that happens particularly within the local and regional levels.

Mobilize the citizenry. Four of the participants state that Twitter (https://twitter.com) is a significant mean to mobilize and organize citizens for events, such as protesting. One participant specifically stated that social media was crucial for modern mobilizing, since flyers and word of mouth would be a bit slower.

I think for me, I think people will agree, that is where it started. Actually, it did. It started on Facebook (https://www.facebook.com). Um, and that is where we are too. People say from a hashtag to a movement. But the hashtag is still there. We mobilized – that is how we mobilize. It is a part of the fabric of the movement. It is such a crucial part. I think if we lost in social media, if we had to go back to the civil rights movement era days, go back to the flyers. You know? Word of mouth, stuff you know. Life is so much easier with social media. So yeah, It's crazy important.

Personal process for growth. The personal process for growth is an individual's personal journey for growth and self-realization. One participant stated that a person may have to go through a sickening process, to become aware of challenges, and to do intentional work before becoming an activist for Black lives: "So, you go through a sickening process and so you have to do some intentional work, to say damn, and recognize that the odds we you are up against." The same participant exclaimed that some social media users are getting awakened to what's going on in the world, regarding the injustices of Blacks and the Black Lives Matter movement, and others are becoming aware: "I think they're getting awakened. Some people are getting awake and some people are trying to find."

Living life. Activists living and enjoying their lives, despite the demise and social injustice of Blacks. One participant cited that the subject matter of people being killed and harmed is emotionally heavy, and that activists are still continuing to tweet and engage in activities that make them happy:

> Using it to; also, to be human, not human, but to be themselves. Don't want to deal with these heavy issues, but I also see a lot of activists still talking about themselves in fun and loving ways. That's normal, because that often gets left to the side. Some people feel like that as a sign. Even like I did; I had to come to a process that – so being politicized often. Also says, the unspoken for lyrics that is, what about you is not politicized? So, you investigate everything that you do. And what that does is creates a kind of like mechanism. It really keeps you in a space of unhappiness. Right? So, you see these murders? How can I show up more and more for these families, right? And you don't have enough time for yourself – your self-care and love. Because you feel like you need to prioritize these families. A lot of people are – I see it and I am glad for it. They are still tweeting about how they are still going to the club, and still twerking. And doing what they have to do to be happy. So, that is important.

Recruit. Two of the participants stated that the Black Lives Matter uses Twitter (https://twitter.com) to recruit for the action team: "…you know, call out folks to join our action squad. Necessary as flipped in and stuff like that; or just letting the general public know."

Media. The theme of media includes the codes: media framing (how the news frames a story), new mediums (mediums other than traditional news), and controlling the narrative (where users tell their own story).

Media framing. To help analyze information; Goffman (1974) presents two primary frameworks: naturally, taking the quote literally without social drivers, and socially, the frame of information is socially driven from a person's manipulation and goal. Frames can provide cognitive shortcuts to connect the information to the bigger picture, or point of the news story, and can assist a viewer with understanding the information (Arowolo, 2017). All five participants have stated that the media affects the way people post about activism on social media and that there is media framing, in which the media may not report everything that is

happening and are eliminating the Black Lives Matter angle in news stories. One participant

stated that the mainstream media can affect the way people think and subsequently post:

> I do. I think the mainstream media does affect how people post about activism. I think the mainstream media, for one, they curve mentalities, when you hear things over and over, some people start to believe it. And that does affect some people and how they're posting.

Another participant stated that the news media picks and chooses what content to report. For

instance, in Los Angeles, Grechario Mack, Christopher DeAndre Mitchell, and other people of

color were killed by the police; however, only few are reported on the news:

> Oh my God! That big ass question! I feel that it is a rhetorical question. I feel you already know the answer to that one. My God! Where do you want to begin? So, do you know that LAPD is the most murderous police department in the country? So that is the consequences of mainstream media. Grechario Mack, Christopher DeAndre Mitchell, in December. This person in January and that person in February, X, Y, and Z. All that going on. The mainstream media picks up maybe one or two.

Another participant stated that Black Lives Matter is not considered a traditional civil rights

organization, so the media tends to temper the organization: "Absolutely. In part, because we are

not considered a part of the mainstream Civil Rights organization. So, we get characterized too

often, as the outside. So, they do temper it." Another participant stated that the media in a sense,

is silencing the Black Lives Matter organization. An example is the media not covering the

strides of Black Lives Matter Sacramento, and their work organizing and protesting on behalf of

Stephon Clark:

> On the flip side of that, I think in a lot of ways the media in recent years have intentionally stopped reporting on things from a quote on quote Black Lives Matter angle. As many as they say, many of the campaigns that the Black Lives Matter LA chapter has worked on; many of the, even more recently with the coverage of the protests around the murder of Stephon Clark in Sacramento, what was said of Black Live Matter in Sacramento, even though they been doing a lot of the work in organizing and mobilizing folks around Stephon Clark's murder. So, I think there has been an intentional, in some ways silencing the Black Lives Matter as a movement, and I think that has contributing to folks posting about it less and less. And think about it, in some ways less.

Another participant stated that the media is funded by corporations, so that plays a part into how the media reports. Sometimes knowledge is not constructed around the Black Lives Matter movement, or the organization is not mentioned in the news report. The media can criminalize Black organizers and Blacks:

> Yeah, I do, you know- I believe that the news media that are funded in many ways by corporate entities have a stake and a vested interest in sort of narrating and constructing what is reality and what is true. And therefore, they actively don't construct knowledge around the Black Lives Matter movement. So, in some cases, for example, you'll see that we are completely erased from the narrative altogether. And in other cases, we are perhaps, pathologized. The media plays an important role in shaping discourse as well as understanding. And I think often in ways that can criminalize Black people and Black organizers.

> *New mediums.* One participant mentioned that people are getting their news, from other

mediums like social media:

> Also, with the mainstream media, I think somewhat, some of them are going to be some old media thing and I think social media is going to combat them. I mean there are studies out right that tell you so many people get their news from social media.

> *Controlling the narrative.* When a person takes personal ownership and control, bringing

attention to an important issue, that person seeks to control the narrative. Three of the

participants, stated that users use social media to write their own narrative and to shine a light on

certain issues. One participant spoke about being a media outlet on social media: "So, you

know, you right now can become your own media outlet, and use social media post. And all you

doing is saying it yourself." Another participant stated, some users will see an issue in the

media, and then will go to social media and comment on that issue, hashtagging

#BlackLivesMatter:

> Definitely, if only in the sense that I think a lot of folks pay attention to news media and respond to news media on social media. And whether that is folks sharing articles, or critiquing articles, or critiquing stories, or whatever. I think that folks definitely are more convinced to post, or more prone, I guess, or whatever, to posting about Black Lives Matter when those things are in the media.

The same participant spoke about how Black Lives matter activists using Twitter (https://twitter.com) to promote their agenda: "So, I think that is largely how we use it to continue to uplift our narrative and continue to spread the word about what is going on…" Another participant stated that the users see these injustices against Blacks and want to post on social media, creating their own narrative within the Black Lives Matter movement:

> I think it also becomes a way people are enlisted into the movement, because they sort of see a narrative they've entrusted on social media. They want to be a part of it. I think it's also a way to shine a light on the injustice and so when people see that, they want to take action in some way.

Integration of Findings

The triangulation of findings provides insights considering both sources of data. The theme of social justice and the codes grouped under the theme of the new social movement framework were represented in both the content analysis of the Twitter (https://twitter.com) posts as well as the thematic analysis of interview transcripts. The social justice theme was used 10 times when considering both sources of data with eight instances for the Twitter (https://twitter.com) posts and two times for the interview data.

The new social movement theory codes were used 54 times across both the Twitter (https://twitter.com) posts and the interviews. The Twitter (https://twitter.com) posts included a 37 instances with three for autonomy, six for collective action, eight of identity, eight for quality of life, and 12 for solidarity. For the interviews, autonomy coded two times, four for collective action, four for identity, three for quality of life, and four for solidarity for a total of 17.
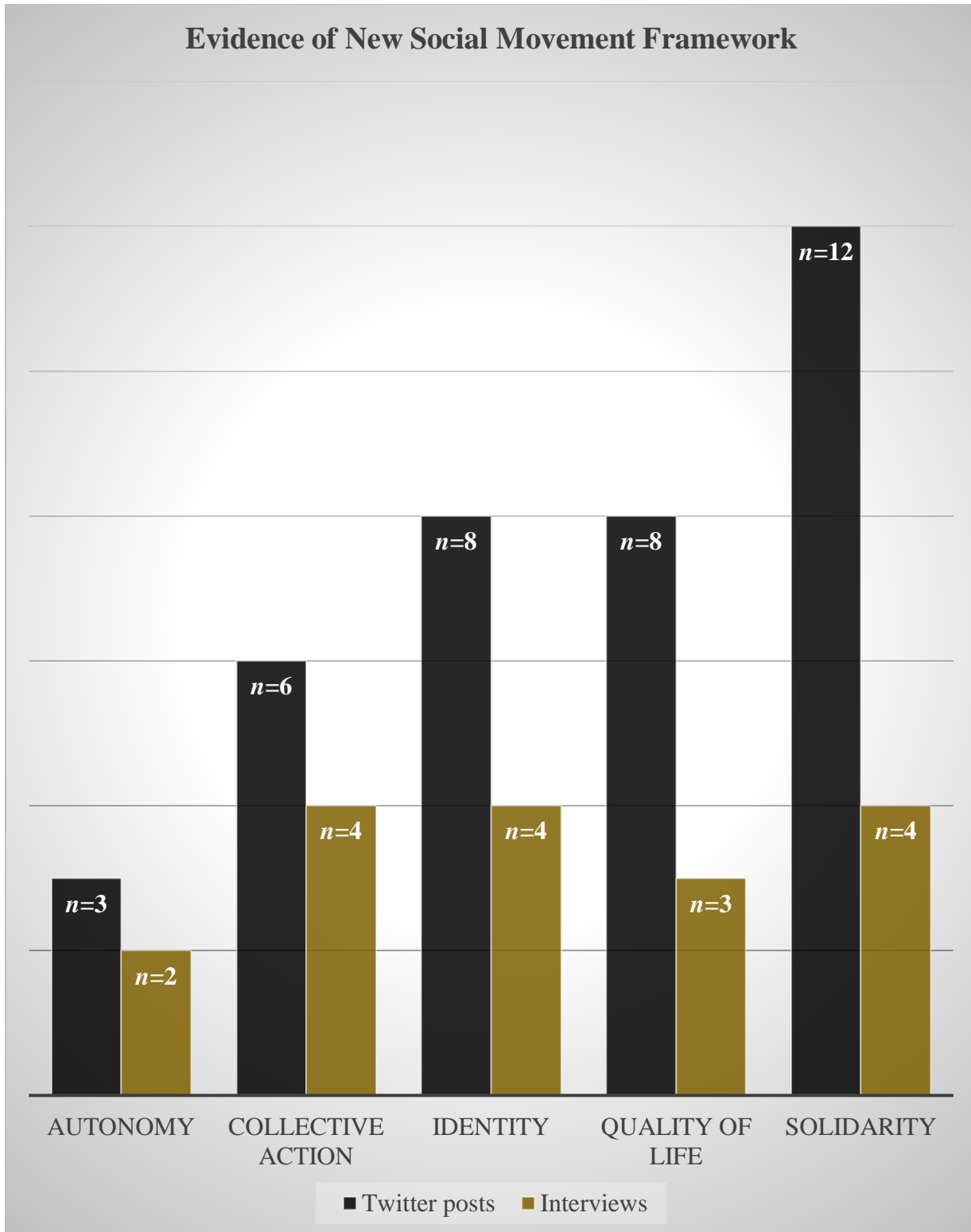
Figure 63. Evidence of New Social Movement Framework in both Twitter (https://twitter.com) posts and interviews.

Chapter Summary

A detailed report of findings of the Twitter (https://twitter.com) posts and interview responses from the activists were presented. Integration of findings included the social justice and new social movement framework themes for both sets of data; emergent themes were also included. Chapter five provides a discussion of study conclusions and implications.

Chapter Five: Study Conclusions and Implications

This study explored users posts on Twitter (https://twitter.com), surrounding six key events, and interviews from activist's perspectives of the Black Lives Matter movement. First, a concise summary of issues and framing, the new social movement, and social media frameworks. Next, methods and findings for the study; then, conclusions are presented. Limitations and study validity are explained, as well as closing thoughts.

Study Issues and Framework

Quality of life is the primary issue. Black people are dying at the hands of law enforcement officers and vigilantes, and many are not being heavily reprimanded for their crimes (Associated Press, 2017; McShane, 2016). In Missouri, Blacks are being pulled over by cops 91% more often than Whites (Lou, 2019). In Baltimore, Maryland, as a result from the Freddie Gray case: the United States Department of Justice determined that the city of Baltimore constantly violated Black's civil rights through unlawful traffic stops, excessive force, and searches (United States Department of Justice, 2016). White citizens are calling the police on Black citizens, who are doing everyday activities (Gomez, 2018; Meyers, 2018; Woodall & Boeckel, 2018). There are rising instances of White Supremacy, since President Trump has normalized racism in the United States (Cose, 2018). Race relations between Blacks and Whites are worsening: in a 2018 study, 30% believe that there is a very large racial divide in America and 45% of Americans deem race relations are worsening (Cose, 2018).

There are three frameworks for this study: Cultural Framing Framework, New Social Movement Framework, and Social Media Framework. In the Cultural Framing Framework, the media frames messages a certain way to the audience; a person's motives can change a message (Arowolo, 2017; Goffman, 1974). For the New Social Movement Framework, Claus Offe,

Alberto Melucci, Jürgen Habermas contributed the following terms: autonomy, collective action, identity, quality of life, and solidarity. Social justice is the heart of new social movement framework. Table 8 below provides the definitions.

Table 8

Definitions of Social Justice and the New Social Movement Framework

SOCIAL JUSTICE	How a person, or group of people have less advantages compared to others in society (Miller, 1999).
AUTONOMY	Within the organization, autonomy includes self-help, decentralization and self-government in conjunction with, opposing bureaucracy, control and dependence (Offe, 1985).
QUALITY OF LIFE	Habermas (1981) cites that within new social movements, there can be clear issues like quality of life. Issues relating to any aspect of life or anything in general, including life conditions (Offe, 1985).
SOLIDARITY	By sharing a collective identity with members of the organization, solidarity is recognizing or being recognized as part of a social relationship (Melucci, 1985).
IDENTITY	Through the process of construction in identity, the person thinks about action as self-identification, defining how the field should be organized, which can be an issue; and a person can think in this moment, who am I and who am I over time, comparing yesterday or tomorrow (Melucci, 1995).
COLLECTIVE ACTION	The organization creates new languages and goals as the collective action (Melucci, 1995).

The Social Media Framework is social media, where users post content like opinions, pictures, and links on various Internet platforms. Various social media platforms include: Facebook (https://www.facebook.com), Twitter (https://twitter.com), and Instagram (https://www.instagram.com). This study focused in Twitter (https://twitter.com) posts for the quantitative section, where qualitative section of the interviews, users talked about both social media and Twitter (https://twitter.com). On Twitter (https://twitter.com), users can post a "tweet," a 140-character message, online.

Study Methods

This concurrent mixed-methods study included both a quantitative content analysis of Twitter (https://twitter.com) posts hashtagged #BlackLivesMatter, and qualitative thematic analysis of interview responses. Saturation and quota sampling methods were used to gather ten Twitter (https://twitter.com) posts from six key events (2018-2019): NFL protests, Killing of Botham Jean, Emmy Awards, Indictment of police officer Amber Guyger for the killing of Botham Jean, Midterm Election and the Announcement of Granted Clemency for Cyntoia Brown. Five activists volunteered as participants for the interviews, as they shared they unique perspectives and experiences. Twitter (https://twitter.com) posts and interview data results were triangulated, to include validity, and; therefore, support conclusions.

Key Findings

Key findings indicated that people turn to social media to publicly share their specific perspectives and their voice on issues that they care about, whether popular or not. Social media has been extremely helpful for activists to share communication and events and for the general public to share their own narrative and opinions of events surrounding #BlackLivesMatter. The

total number of the new social movement framework codes for each Twitter (https://twitter.com) post event are detailed.

The NFL protest occurred during the 2018 pre-season, focused on the peaceful kneeling demonstrations from NFL players who were against the injustice of Black people. Colin Kaepernick, former San Francisco 49ers player led the protests; other NFL players continued the protest despite Kaepernick's removal from the NFL and being blacklisted, criticism from some of the fans and President Trump, and fines and rules from the NFL. Three themes were noted from the social media posts. *Autonomy* was the most frequent ($n = 3$) with single instances for *solidarity* and *identity*.

On January 7, 2019, Cyntoia Brown, who served 15 years in prison for killing a man, was granted clemency from Governor Bill Haslam. Brown was paid to have sex at 16 years old and said she feared for her life before she killed the man, stealing his truck and money. Prosecutors says she killed the man primarily to steal. However, Brown stated that she had to bring something back to her pimp, "Cut Throat", who she feared (Gafas & Burnside, 2019). Brown has been a model inmate, mentoring young prisoners and earning her college degree (Gafas & Burnside, 2019). Twitter (https://twitter.com) posts were coded across four thematic areas of the new social media framework. The most frequent was *collective action* ($n = 4$), then *quality of life* ($n = 3$), *solidarity* ($n = 2$), and a single instance for *identity*.

Botham Jean was killed in Dallas, Texas, by now former cop Amber Guyger on September 6, 2018. Jean, a Black man, was watching television in his apartment home, when Guyger came in and shot him twice. Guyger claimed that she thought that the apartment was hers, noticing that the door was ajar and giving commands, in which Jean did not follow, prompting her to shoot since she believed Jean was an intruder, after which she called 911 and

gave aid (McLaughlin, 2019). Bunny, a neighbor who heard and taped the aftermath of the

shooting, said the story contradicted hers and released the video recording to the Dallas County

District Attorney's office and on social media (Jacobo, 2019). Bunny said that fire safety doors

in the apartment were unlikely to leave any door open, that Guyger appeared to have made a

personal call for seven minutes before calling 911, and that another officer, not Guyger gave

Jean aid when arrived on the scene. Since uploading the video, Bunny received death threats and

was fired from her job (Jacobo, 2019). The most frequented codes from this event was tied for

quality of life and *identity* each (*n* = 3) and last was *solidarity* (*n* = 2).

Protests erupted after the killing of Botham Jean, with protestors demanding police

reform and accountability at a Dallas city council meeting (McLaughlin, 2019). Guyger was

fired from the police force. Former Dallas County District Attorney Faith Johnson provided a

manslaughter charge; however, the grand jury, who likely believed actions were intentional,

indicted Amber Guyger with murder November 30, 2018 (McLaughlin, 2019; Rosenburg, 2018).

Though only an indictment, this event is monumental for this case and future cases affected by

police brutality. Generally, police officers, if indicted at all, will be a manslaughter charge. This

murder charge, will hopefully, help with police accountability to serve the public honestly and

lower excessive force. Jean's parents believed Guyger used excessive force and filed a federal

lawsuit against Dallas and Guyger in October 2018 (McLaughlin, 2019). The court case is set to

begin September 2019 (McLaughlin, 2019). There were two codes for this event: *collective*

action, the most frequented (*n* = 2) and *solidarity* (*n* = 1).

The Emmy Awards of 2018, an annual American cultural event, celebrated the best in

television. Jennifer Lewis, an American actress, now known for the American Broadcasting

Company (ABC) show *Black-ish*, was notable at the Emmy Awards as she wore a Nike

sweatshirt top, in solidarity with Colin Kaepernick's protests. Nike sponsored an advertisement, featuring @Kaepernick7, with the phrase "Believe in something, even if it means sacrificing everything. #JustDoIt."

Figure 64. Instagram (https://www.instagram.com) post. From "@kaepernick7", June 26, 2019 (https://www.instagram.com/p/BnRoVQTlFK9/). In the public domain.

Solidarity was coded most frequently (*n* = 4) with single instances from *quality of life* and *identity*.

Midterm elections during 2018, was very important, especially due to the current administration of President Trump's racist platform. There is usually a high emphasis on the primary elections; however, policies and comments from President Trump and administration like: Africa and other Black countries being described as shit-holed, travel bans to America from predominately Muslim countries, comments of fine people on both sides of the Charlottesville, Virginia White Nationalists (with the Ku Klux Klan) march, and poor United States Immigration and Customs Enforcement (ICE) practices with unethical imprisonment of adults and children

being compared to concentration camps, have prompted extra attention on the 2018 midterm election and it's candidates. The most frequented codes were *solidarity* and *identity* tied ($n = 2$) and a single instance for *quality of life*.

Study Conclusions

Three conclusions were derived from the results from the Twitter (https://twitter.com) posts and interview responses. Implications connecting to literature, as well as recommendations for practice and scholarship are discussed.

Conclusion 1. Social media provides the opportunity for users and/or activists to shape their narrative. Shaping of narrative, story, and perspective, and creating extremely effective means of communication are described below. There were eight Twitter (https://twitter.com) posts that were coded as representing quality of life issues, three of those representing the event killing of Botham Jean. Users shaped their perspective of the killing of Botham Jean event. One user referred to the police officers as dirty and domestic terrorists. Another user compared a human life to a dog's, stating the dog's death had more courtesy. Last, a user creating a narrative, referred to the media's portrayal of the story, of Amber Guyger "accidentally" entering Jean's home, as inaccurate. There were eight Twitter (https://twitter.com) posts that were coded as representing identity, with one representing the NFL protests. Z'od M'agus Wepwawet @ZodMagus tweeted to not let our narrative change, due to White supremacists. In an interview, corresponding with autonomy, a participant, not officially with the movement, stated that the movement is important since they are taking control of their communities and demanded their voice to be heard. Social media, including Instagram (https://www.instagram.com) and Twitter (https://twitter.com), are extremely valuable means of communication, as stated by all five participants in the Interviews. Social media, specifically

Twitter (https://twitter.com), is used to inform the public about events, issues, and share videos of those affected from social injustice. A Black Lives Matter member stated that Twitter (https://twitter.com) was used to mobilize protests in Ferguson, Missouri for the killing of Michael Brown and Twitter (https://twitter.com) townhalls are used to talk about issues with people around the world. With the mobilize the citizenry code, one of the Black Lives Matter members stated that social media is extremely important in mobilizing; the hashtag is still current. All five participants in the interviews stated that media can affect the way users post. Users turn to social media to create their own narrative and story. For the media framing code, one participant stated mainstream media coverage can influence thinking and affect the way people post. Another Black Lives Matter participant stated users could potentially post less on social media, when media doesn't cover the Black Lives Matter movement, specifically the protests and work around Stephon Clark's murder and the Black Lives Matter Sacramento's instrumental involvement. Three participants in the interviews spoke about controlling the narrative. One participant stated users can be their own media outlet on social media, by writing content themselves. A Black Lives Matter member stated that when murders are happening and covered on media, social media users are more likely to post more about the Black Lives Matter movement, sharing and critiquing. In regards to the how Black Lives Matter organization uses Twitter (https://twitter.com), a member stated that the social media medium is used to uplift narrative and spread the word. Another Black Lives Matter member stated that social media users will see a narrative of the movement, and in turn they want to be a part of it, taking some sort of action on the injustice.

Implications. These findings support the previous research of both the new social movement and media framing frameworks. The codes for the new social movement framework

included, quality of life, identity and autonomy related to the findings. Issues of quality of life, like life conditions, identity, self-identifying and comparing one's self, and autonomy, self-governing, all related to the Twitter (https://twitter.com) posts and interview findings (Habermas,1981; Melucci, 1995; Offe, 1985). Twitter (https://twitter.com) users commented on the quality of life, when one user specifically comparing Jean's death to a dog's death. That is an extremely poor quality of life. Twitter (https://twitter.com) users wrote about identity, with one specifically stating not to let a White Supremacist change our narrative. An interview participant stated the Black Lives Matter demanded for people to hear them and the autonomy of the organization taking control of their community. Users are aware and will speak out. The frame of information can be skewed according to a person's goal or manipulation (Goffman, 1974). Both social media users and activists use the social media mediums to portray their own content and uplift their narratives. Knowledge and communication is directed to the public. As stated by journalist Linn Washington Jr., mainstream news outlets are still not reporting adequately on race (Kabengera & Neu, 2016), and findings propose that social media users are writing their own news and content based on their perspectives about current events, like Black Lives Matter. Findings of this study are consistent with research in that users go to social media to disseminate information. Views of Blacks and Hispanics are not portrayed in mainstream media (Simon, 2018). Eighty percent of Blacks agree social media highlights events that are not highly publicized (Anderson et al., 2018). Both Twitter (https://twitter.com) users and participants in the interview specify the importance of portraying their viewpoint of events and provide content and being part of the narrative, even when events happen critiquing and sharing information about the Black Lives Matter movement. Practice implications for social media use include the need to educate users about lending their voices to important topics of injustice.

Individuals need to seek out events and issues surrounding injustice that are not highly publicized and learn to share and speak out. The Black Lives Matter organization wants users to speak the truth and against false information within the community, and to hashtag #BlackLivesMatter to build local power (Black Lives Matter, 2018a).

Recommendations. Social media users need to have opportunities to learn how best interpret misinformation surrounding events, pertaining to injustice. Users have influence and unique perspectives regarding injustice and more users need to share their narrative and show support for the Black Lives Matter movement.

Conclusion 2. Black Lives Matter users/activists have affirmation for the movement using social media. Participants demonstrated clear affirmation and emotional support for the movement. Twitter (https://twitter.com) posts coded as representing autonomy three times. Three participants criticized Trump for accommodating his racist base and stated support for the NFL players who kneel for Black Lives Matter. With three tweets relating to identity and the killing of Botham Jean event, Terryn @terrynn_x tweeted that Black Lives Matter is a lifestyle, not only a hashtag. There were six posts coded as representing support. The following are two, in relation to the NFL event. Arya Snark @AryaResists and Chet Powell @ChetPowell tweeted support for the NFL protests and the movement, with Powell stating that there is no expiration date. In an interview relating to quality of life, one of the Black Lives Matter member's stated that we are in a world that is in a revolutionary struggle for Black freedom, that there is a connection between past and current movements, and that the movement is striving for dignity and freedom for Blacks. In addition, the movement honors the stolen people, remembering and saying their names and saying Black Lives Matter. Two of the participants dedicated their lives to the Black Lives Matter movement, part of identity. With one of those participants, part of

emboldened code, stated all efforts including, time, energy and resources are used for social justice and that it is a lifelong commitment, or not doing anything else and representing three generations of activism. A participant, not officially a member of the Black Lives Matter movement, stated support and affirmation in their initiative and proclaimed it takes everyone to work together, part of collective action. There is still affirmation for the movement, even in pain. A member of the Black Lives Matter movement, in the affirmation code, stated, that the society is becoming fragmented from seeing little accountability for police violence, so users are turning to social media for connection. Although issues are tough and traumatizing, like the murder of Philando Castille, Black Lives Matter members are organizing around the incidents, so when that moment happens, the organizers hurt, stated by another member of the Black Lives Matter movement, in the traumatizing code. In the affirmation code, the same Black Lives Matter member commented on affirmation for the movement when George Zimmerman was exonerated for the murder of Trayvon Martin, co-founder Alicia Garza wrote a love letter ending it with Black Lives Matter, Patrisse [Cullors, co-founder] would join in, hashtag at the end of it: Black Lives Matter, and from the hashtag, it became a movement.

   Implications. The new social movement framework, including autonomy, identity, quality of life and collective action, are included in this conclusion. Twitter (https://twitter.com) posts and interview findings correspond with the issues of quality of life, which include life conditions, identity, self-identifying one's self, autonomy, a body of self-governing, and collective action, a new set of goals (Habermas,1981; Melucci, 1995; Offe, 1985). People are being stolen and that directly pertains to quality of life. There is affirmation for the movement in that the organization honors the fallen individuals. Identity was found in both the Twitter (https://twitter.com) posts and interview findings. One Twitter (https://twitter.com) user stated

Black Lives Matter is a lifestyle, two members of the Black Lives Matter have dedicated their

lives to the organization, both exhibiting affirmation to the movement. Autonomy and

affirmation for the movement, when Twitter (https://twitter.com) users were in support of NFL

protests, despite President Trump's racist base. With collective action, a participant of the

interview stated that it took everyone to work together to complete initiatives. The study finds

that the members and some of the general public are in support and have affirmation for the

Black Lives Matter movement.

     Recommendations. Though some view the Black Lives Matter movement as a terrorist

or separatist group, this is completely inaccurate. Social media users need to learn this

information, as Black Lives Matter helps all people. Social media users need to learn about the

Black Lives Matter movement, as well as the movement's initiatives. A practical

recommendation is the safety for any potential activist thinking about joining a movement. Six

activists from the Michael Brown, Ferguson, Missouri, protest were found dead (Dickson, 2019;

Salter, 2019; Stevenson, 2019). The activists whose lives were stolen: Bassem Masri, Deandre

Joshua, Darren Seals, MarShawn McCarrell, Edward Crawford, Jr. and Danye Jones. Amber

Evans, another Black Lives Matter activist, was found dead in March 2019 (Stevenson, 2019).

While being an activist can be stressful, social media speculates foul play. Activists experience

harassment, death threats and attempts, and intimidation (Stevenson, 2019). Social media use

can bring awareness to these safety issues.

     Conclusion 3. BLM activists use of social media can influence policy by introducing

and sustaining conversations in the public domain. Participants communicated their thoughts

about policy around selected events and with the Black Lives Matter movement. With social

justice, the users are able to communicate their feelings about selected events. The Twitter

(https://twitter.com) posts were coded as representing social justice eight times. The upgraded murder indictment of Amber Guyger, for the killing of Botham Jean, instead of the previous manslaughter charge, was a huge success. The Black Lives Matter organization has been working hard to change and influence policy and to have police officers, who have used excessive and unnecessary force, to be indicted of their crimes. Twitter (https://twitter.com) user Origins @OriginsOSU, used the #BlackLivesMatter hashtag and stated that holding the police accountable would be a historic landmark. The clemency of Cyntoia Brown by Tennessee Governor Bill Haslam was granted in part of the efforts and actions from the Black Lives Matter chapters of Nashville and Los Angeles. The following instances were coded around the event: Cyntoia Brown. Twelve Twitter (https://twitter.com) posts were coded as representing solidarity, with two specifically with the clemency of Cyntoia Brown event. Pierre bennu @exittheapple tweeted about the power of making noise, and the Black Lives Matter chapter in Michigan, also tweeted their support and solidarity with the movement. Six Twitter (https://twitter.com) posts were coded as representing collective action, and four of these relating to the clemency for Cyntoia Brown event and two with the indictment of Amber Guyger. Users Tai Brown @itstaibrown, Melina Abdullah @DocMellyMel, of Black Lives Matter Los Angeles, and Kelly McCartney @theKELword tweeted about the Cyntoia Brown event, with collective action policy and change efforts from the Black Lives Matter organization, Black Lives Matter Nashville, and Black Lives Matter Los Angeles. In regards to collective action and the indictment of Amber Guyger event, Twitter (https://twitter.com) user (((🀰 Cajsa 🀰))) @Cajsa wrote that the #BlackLivesMatter organization is making a difference and that the indictment is a sign of change. As stated by a member of the Black Lives Matter movement and relating to collective action and influencing policy, the organization works with other

communities and progressive groups and to support family members who have been victims of racist violence, many who are not Black, and the ultimate goal of our organization is, from all of our members, is to eliminate state sanctioned violence, and not just against Black people, and to see changes in the laws and policies. Another Black Lives Matter member, representing the influencing policy code, stated actions are used in political work at the local and regional level, and also nationally and internationally and movement building work happens particularly within the local and regional levels.

Implications. New social movement framework, including collective action and solidarity, are used in this conclusion. Twitter (https://twitter.com) posts and interview findings correspond with collective action, creating a new set of goals and solidarity, being part of a social relationship (Melucci, 1985, 1995). With collective action, the Twitter (https://twitter.com) posters mentioned that Black Lives Matter brings about change, especially with the Guyger indictment and that Black Lives Matter Nashville and Black Lives Matter Los Angeles collective assisted in the clemency for Cyntoia Brown. With the interview findings, collective action is used as the Black Lives Matter chapter works with the community and other progressive groups to see change in policy and law. The Black Lives Matter Michigan chapter showed solidarity and support of the movement and of Cyntoia Brown. Real change in policy and laws are the Black Lives Matter movement's goal. Users are taking action in social media like Twitter (https://twitter.com) and Facebook (https://www.facebook.com), calling politicians, conversating about the issues, and marching (Simon, 2018). Social media was described as very important for Blacks and Hispanics about continued social change and influencing policy decisions (Anderson et al., 2018). With changes in policy, some users understood the power of social media.

Recommendations.   More users need to become more aware of the power of social media and how there can be changes in policies and laws, with assistance from the Black Lives Matter organization. Users should use their local power to influence change in policy themselves, speaking about the truth and against injustice. Users need to learn and be aware of injustice without the corresponding and appropriate repercussions.

Recommendations for Future Research

Researchers interested in social media use may study events of Black Lives Matter events comparing the use of Twitter (https://twitter.com) to Instagram (https://www.instagram.com). This study focused on events, a further analysis of Twitter (https://twitter.com) posts for the #BlackLivesMatter hashtag over a period of time, such as a year. Researchers interested in social movements may study current movements in social media such as a feminist or gay rights movement.

Limitations and Study Internal Validity

There is a limitation of small data sets in this study. Twitter (https://twitter.com) data sets provided a good insight on the specific events chosen with the corresponding hashtag: #BlackLivesMatter. Sixty posts were selected from 474 total sample. The qualitative data interview responses from the five participants were unique and were rich with experiences. Another limitation includes the focus study of one movement: the Black Lives Matter movement. There are multiple modern social movements, but the concentration of this paper is on the Black Lives Matter movement. The Black Lives Matter movement has little published research, which is the reason why this paper is so important. It is vital that more research should be done on this integral movement.

The interview protocol was validated, and the pilot interview was conducted prior to the official interviews with participants. Care to not influence the participants was taken, as interviews were planned and conducted within two months, February through March 2019. An initial common codebook containing both the social justice and new social movement framework was formed based on published literature. A peer-reviewer participated and provided feedback for iterations of the coding for both sets of data. Conclusions of the study used both the quantitative and qualitative sets of data. Findings were triangulated in order to provide a higher level of confidence for recommendations.

Closing Thoughts

The Black Lives Matter movement is a call to action condemning any harm towards Black people. The Black Lives Matter organization seeks to help people of all color in regards to racial and criminalized acts of violence by vigilantes and law enforcement officers. The organization is not a terrorist or separatist group, and actions, like protests and changes in policy and law, are a reaction to the murders and harm of Blacks and others. Social media gave the Black Lives Matter organization a platform to tell their own narrative, have affirmation for the movement, and change policy.

The researcher was deeply impacted by the topic of Black Lives Matter, the injustice of people of color, and the role in social media. Social media is our future and its impact on the world has been great; it's use needs to be continued to be studied. The injustice of Blacks and people of color is personally an everyday worry. There is a fear of violent acts against Blacks. For people who have families and friends, this threat is scary and can be inflicted upon law abiding citizens doing everyday activities. However, we are strong, and the racism and attacks will not deter us. After interviewing some members of Black Lives Matter, the researcher had an

even higher respect, not only for its members, but for their courageous actions and unrelenting works to change our nation for the better and their initiatives to change police reform, among other laws and policy. This paper and this study is bigger than the researcher. Black Lives Matter…thank you for your work.

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APPENDIX A

Interview Questions

Demographic Questions

Thank you for coming today! I just want to ask you some questions, and please feel free to

answer as open and honest as possible. We can stop this interview if you feel uncomfortable at

any moment- just please let me know. For now, let's start with a couple of questions about

yourself.

- What is your race?
- What is your age?
- What is your occupation?

Social Media Questions

Now let's talk about your social media use.
- Explain your Twitter (https://twitter.com) use. What is the frequency? What you use it for?

Notion of Activism Questions

Activism is a reaction to an undesirable, unfortunate turn of events.

- Do you believe that you're an activist for Black lives? Please explain.
- How would you describe your level of participation in the Black Lives Matter movement?
- How do you participate in the Black Lives Matter movement using Twitter (https://twitter.com)?
- How often do you actively use Twitter (https://twitter.com) to participate in the Black Lives Matter movement?
- What is your perspective of the Black Lives Matter movement?
- Why do you think users turn to social media for the Black Lives Matter movement?
- How do social media users perceive the Black Lives Matter movement?
- How do you see the Black Lives matter activists using Twitter (https://twitter.com) to promote their agenda?
- Do you believe the news media affects the way people post about activism on social media? Please explain.

APPENDIX B

Pepperdine University IRB Approval

PEPPERDINE

Pepperdine University
24255 Pacific Coast Highway
Malibu, CA 90263
TEL: 310-506-4000

NOTICE OF APPROVAL FOR HUMAN RESEARCH

Date: February 18, 2019

Protocol Investigator Name: Jesusa Jackson

Protocol #: 19-01-963

Project Title: #BlackLivesMatter: A Mixed Methods Exploratory Study of the Black Lives Matter Movement

School: Graduate School of Education and Psychology

Dear Jesusa Jackson:

Thank you for submitting your application for exempt review to Pepperdine University's Institutional Review Board (IRB). We appreciate the work you have done on your proposal. The IRB has reviewed your submitted IRB application and all ancillary materials. Upon review, the IRB has determined that the above entitled project meets the requirements for exemption under the federal regulations 45 CFR 46.101 that govern the protections of human subjects.

Your research must be conducted according to the proposal that was submitted to the IRB. If changes to the approved protocol occur, a revised protocol must be reviewed and approved by the IRB before implementation. For any proposed changes in your research protocol, please submit an amendment to the IRB. Since your study falls under exemption, there is no requirement for continuing IRB review of your project. Please be aware that changes to your protocol may prevent the research from qualifying for exemption from 45 CFR 46.101 and require submission of a new IRB application or other materials to the IRB.

A goal of the IRB is to prevent negative occurrences during any research study. However, despite the best intent, unforeseen circumstances or events may arise during the research. If an unexpected situation or adverse event happens during your investigation, please notify the IRB as soon as possible. We will ask for a complete written explanation of the event and your written response. Other actions also may be required depending on the nature of the event. Details regarding the timeframe in which adverse events must be reported to the IRB and documenting the adverse event can be found in the *Pepperdine University Protection of Human Participants in Research: Policies and Procedures Manual* at community.pepperdine.edu/irb.

Please refer to the protocol number denoted above in all communication or correspondence related to your application and this approval. Should you have additional questions or require clarification of the contents of this letter, please contact the IRB Office. On behalf of the IRB, I wish you success in this scholarly pursuit.

Sincerely,

Judy Ho, Ph.D., IRB Chair

cc: Mrs. Katy Carr, Assistant Provost for Research

APPENDIX C

Common Codebook with Descriptions

Twitter Posts Code Distribution

Codes	Social Justice	New Social Movement Framework Codes				
		Autonomy	Quality of Life	Solidarity	Identity	Collective Action
Count	8	3	8	12	8	6

Interview Theme and Code Distribution

THEMES	Social Justice (*n* = 2)	New Social Movement Framework (*n* = 5)
CODES	Social justice	Autonomy
	Social injustice	Quality of life
		Solidarity
		Identity
		Collective action

Definitions of Social Justice and The New Social Movement framework

SOCIAL JUSTICE	How a person, or group of people have less advantages compared to others in society (Miller, 1999).
AUTONOMY	Within the organization, autonomy includes self-help, decentralization and self-government in conjunction with, opposing bureaucracy, control and dependence (Offe, 1985).
QUALITY OF LIFE	Habermas (1981) cites that within new social movements, there can be clear issues like quality of life. Issues relating to any aspect of life or anything in general, including life conditions (Offe, 1985).
SOLIDARITY	By sharing a collective identity with members of the organization, solidarity is recognizing or being recognized as part of a social relationship (Melucci, 1985).
IDENTITY	Through the process of construction in identity, the person thinks about action as self-identification, defining how the field should be organized, which can be an issue; and a person can think in this moment, who am I and who am I over time, comparing yesterday or tomorrow (Melucci, 1995).
COLLECTIVE ACTION	The organization creates new languages and goals as the collective action (Melucci, 1995).